FEBRUARY 13, 1956

35c PER COPY

BROADCASTING TELECASTING

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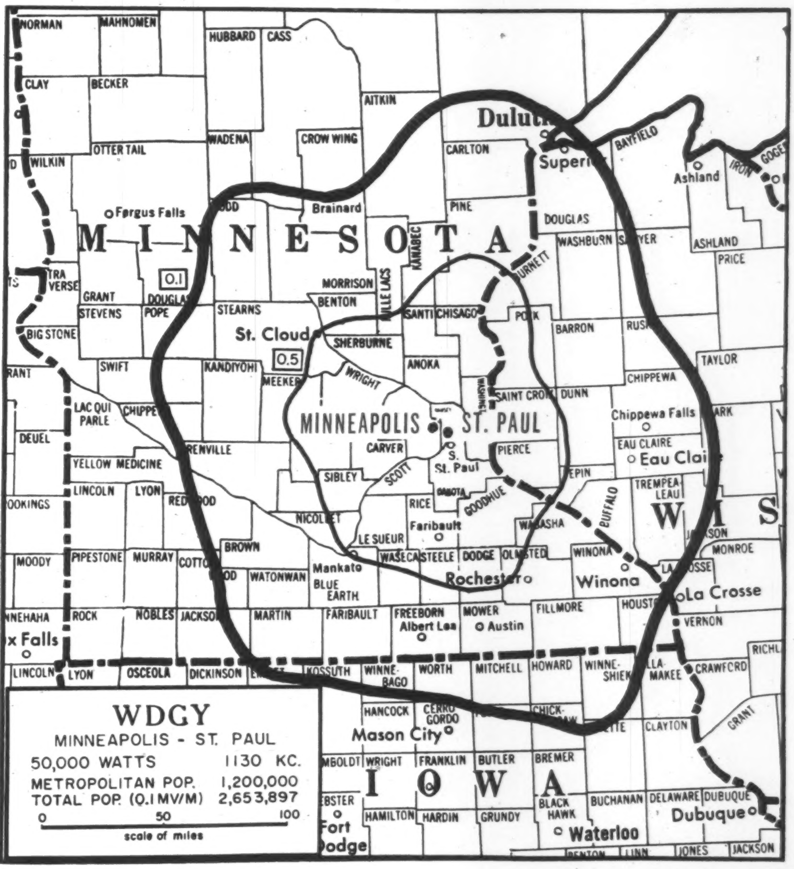
25TH
year

NEWSWEEKLY
RADIO AND TV

BIG

is the word for the COVERAGE WDGY's 50,000 watts give you in MINNEAPOLIS-ST. PAUL


MINNESOTA
IOWA
WIS
Duluth
Superior
Ashland
Fergus Falls
Brainard
St. Cloud
MINNEAPOLIS
ST. PAUL
S. St. Paul
Chippewa Falls
Eau Claire
Faribault
Mankato
Rochester
Winona
La Crosse
Albert Lea
Austin
Mason City
Waterloo
Dubuque
Fort Dodge
0.1
0.5
WDGY
MINNEAPOLIS - ST. PAUL
50,000 WATTS 1130 KC.
METROPOLITAN POP. 1,200,000
TOTAL POP. (0.1MV/M) 2,653,897
0 50 100
scale of miles

. . . . and WDGY has an almost perfect circle signal daytime. Watch what happens to radio listening when Mid-Continent programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY

Minneapolis-St. Paul 50,000 watts

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul	WHB, Kansas City	WTIX, New Orleans	KOWH, Omaha
Represented by Avery-Knodel	Represented by John Blair & Co.	Represented by Adam J. Young, Jr.	Represented by H-R Reps, Inc.

. . . NOT SEVENTEEN?

YES . . . WBRE-TV does have a 17 County Coverage

2,000,000 POPULATION . . . a Mecca for the TV merchandiser. For example the Wilkes-Barre - Scranton market alone accounts for $872,000,000 in buying income out of an estimated $2,000,000,000 for the 17 counties. These two metropolitan areas are equivalent to the nations 29th market. All this plus a million watts of power . . . finest engineering . . . higher program ratings . . . more audience . . . more set count . . . more, well, why not call us or the Headley-Reed representative for all the facts that make Channel 28 in Wilkes-Barre N. E. Pennsylvania's best TV buy.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE" . . But we've checked with good authority and it has happened.

"WOW!"

LOOK AT THE NEW RATINGS IN IOWA

ARB and PULSE AGREE:

KRNT-TV

CBS

NOW DOMINATES

In Des Moines

TO MENTION A FEW OF THE CHANNEL 8 LEADS IN ARB NOVEMBER SCOREBOARD:

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

KATZ HAS ALL THE FACTS ON
KRNT & KRNT-TV .... Cowles Operations

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

REACH Plus PUNCH

REACH . . .

KRLD-TV's maximum-power Channel 4 signal is now beamed from atop Texas' tallest tower . . . 1,685 feet above average terrain . . . vastly increasing its coverage area.

PUNCH . . .

Telepulse, December, 1955, for the Dallas Metropolitan Area, showed KRLD-TV, in this 4-station market, with 15 out of the 16 top once-a-week programs . . . that KRLD-TV dominates, with more viewers, morning, afternoon and night, Monday through Friday.

No other medium sells the Top O' Texas Market like . . .

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

AUDITED AUDIENCES • "Guaranteed circulation"—long wanted from radio-tv by some agency executives [B•T, Jan. 23] —may make its entry this week. Mutual plans to unveil new sales concept that its officials describe as "revolutionary." They're mum on details, but it's good bet that some form of circulation guarantee will be involved.

B•T

IDEA of guaranteeing radio "circulation" was tried once before at network level. In November 1951 NBC Radio came out with "Guaranteed Advertising Attention Plan" involving three programs which were guaranteed to deliver—with A. C. Nielsen Co. retained as "auditor"—total 5.3 million advertising messages per week at $2.75 per thousand [B•T, Nov. 19, 26, 1951]. At that time there were no takers and plan was quietly dropped.

B•T

WIDER PLEASE • While Hollywood film vaults are opening wider to tv for pre-1948 features, closed door meetings between producers and various guilds are becoming more frequent as all groups eye extra income possible in selling post-1948 films to tv too. Talks with guilds concern extra pay formulas. Producers and guilds alike are concerned over impact on new production, but don't want to be left out if someone else makes break.

B•T

DESPITE NARTB frown at free movie plugs on tv [B•T, Feb. 6], United Artists has booked 66 stations to carry no-pay short promoting Frank Sinatra's forthcoming feature, "Johnnie Concho." UA reports 20 outlets promise multiple night showings. Short was produced specifically for tv.

B•T

SERIES PITCH • Indications that NBC will make strong bid for multi-million dollar radio-tv rights to World Series and All-Star Game (see story page 109) is pointed up in unannounced appointment of Paul Jonas to NBC's sports staff. Mr. Jonas, during long tenure at MBS, played major role in negotiating series rights for that network. Ford Frick, baseball commissioner, reportedly is asking for $3 million per year for rights to radio-tv package.

B•T

GAINING momentum is proposal that private broadcaster be made permanent member of Airspace Panel in Washington, on equal footing with representatives of private organizations representing air transport, pilots and other private aviation interests. Proposal was made to NARTB Tv Board at its meeting fortnight ago in Chandler, Ariz., by Ward L. Quaal, Crosley Broadcasting vice president, in light of efforts of private carriers and of military to rigidly limit heights of tv towers.

VACATION PENALTIES • Any television network advertisers thinking of taking summer hiatuses this year—and their number is dwindling annually—may find it desirable to think again. Their chances of going off for summer and being sure of getting their time periods back in fall are no better than slim. Both CBS-TV and ABC-TV have decided that, for first time, they won't protect vacationing sponsors' time periods. NBC-TV hasn't set policy, may handle each case individually if problem arises. Both NBC-TV and CBS-TV had only couple of hiatus-takers last year, see chance of solid lineups this summer, while ABC-TV looks for much smaller number of vacationers than in past.

B•T

PRACTICE of having principal of program do commercials, notably in news shows, is more suspect than ever because of experience of Drew Pearson in Texas. U. S. Trust & Guaranty Co., Waco., which sponsored Pearson over Texas stations, folded, precipitating recent Texas insurance scandals. Texans reportedly blame Pearson, although wrongly, along with company officials because of his close identity through commercials. Issue expected to become increasingly lively topic (see story, page 108).

B•T

MORE TVS, SMALLER COVERAGE • There's evidence that Senate Commerce Committee is listening more and more to intramural arguments favoring philosophy of multiple, competitive, local tv services as against concept of stations serving wide areas. Essence of argument is that more stations mean more competition, while big, powerful wide-ranging stations mean monopoly. Answer to those concerned with implications this leaning may have for farmer and other rural folk is summed up in these words by one source close to committee: Farmer has to pay premium for telephone and power services. Why must television allocations be tailored to bring tv to him at any less expense? Let him build tall receiving antennas, buy more sensitive receivers; after all he has to do that for other services.

B•T

FAST-MOVING NARTB President Hal Fellows leaves Feb. 24 on two-week European trip to inspect Radio Free Europe operations headquartered in Munich. He also will take look at other radio-tv operations on continent and broadcast behind the Iron Curtain. Mrs. Fellows will accompany him on what will be their first trip to continent.

B•T

ROSIER COLOR • Top executives at Motorola Inc., Chicago set manufacturer, expected to adopt more bullish attitude on color tv prospects after firm introduces its new 21-inch receiver (with RCA tube) with extensive merchandising program in June. Production will be geared to anticipated greater demand for tinted tv sets around September. Motorola executives are represented as feeling that while networks have done good programming job, further stimulus is vital in form of at least one hour of color every night to catch all viewers some time during week.

B•T

ENTHUSIASTIC response to address by Lee B. Wailes, executive vice president of Storer Broadcasting Co., Jan. 5 before New York Chapter of Society of Security Analysts, has resulted in additional bookings before other chapters. Address dealt with Storer operations from investment angle (stock is on New York Stock Exchange). He addresses Detroit Chapter Wednesday with subsequent tentative dates for Los Angeles and Chicago Chapters.

B•T

MONDAY MOVIES • ABC-TV's so pleased with audience rating reports and sponsorship progress with its two feature film "Festival" programs—*Famous Film* on Sunday nights and *Afternoon Film* on weekdays—that it's about to come up with another. New series, planned for spring and summer, would make its debut March 12 in Monday night, 90-minute slot, replacing three shows now programmed in 9-10:30 p.m. period: *Dotty Mack, Medical Horizons* and *Outside U. S. A.*

B•T

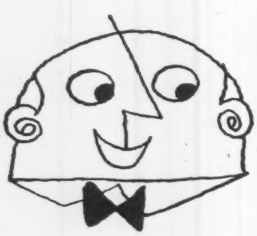
CBS-TV is planning to put Playhouse 90 *in Thursday, 9:30-11 p.m. period next fall and will offer current advertisers participations in that time. Bristol Myers and Singer Sewing Machine as alternate-week sponsors of* Four Star Playhouse, *General Foods with Johnny Carson, and American Home Products with* Quiz Kids *represent current Thursday night lineup in this period.*

B•T

DONKEY & DISNEY • Norman, Craig & Kummel, New York, newly-appointed agency for Democratic National Committee, has taken option on last five minutes of *Disneyland* on ABC-TV for Democratic sponsorship.

B•T

RAB is working in harness with Lever Bros. on research project designed to show radio's role in creating "awareness" of advertised products. With Lever blessings and active cooperation, bureau has earmarked $8-10,000 for research on rememberability of Lever's current Pepsodent ("You'll wonder where the yellow went") toothpaste jingle. Advertest Research is conducting studies for RAB in four major markets now, will repeat next month. If results are what RAB obviously expects, studies could lead to bigger radio budgets from other Lever products as well as Pepsodent and presumably provide valuable sales tool for radio in general.

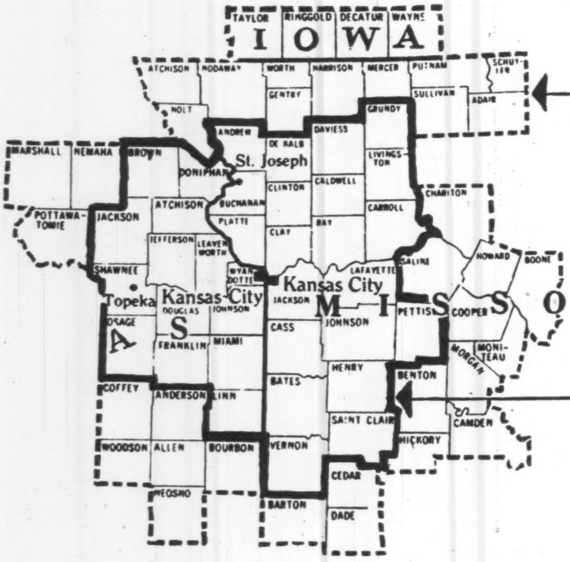


"What's the Kansas City area story?"

"Let's ask Pulse and Nielsen!"

of course! **WHB**

WHB Dominates Its Area, Too!


IOWA
TAYLOR
RINGGOLD
DECATUR
WAYNE
ATCHISON
NODAWAY
WORTH
HARRISON
MERCER
PUTNAM
SCHUYLER
GENTRY
SULLIVAN
ADAIR
HOLT
GRUNDY
ANDREW
DAVIESS
DE KALB
MARSHALL
NEMAHA
BROWN
St. Joseph
LIVINGSTON
DONIPHAN
CALDWELL
CLINTON
ATCHISON
BUCHANAN
CHARITON
POTTAWATOMIE
JACKSON
CARROLL
PLATTE
CLAY
RAY
JEFFERSON
LEAVENWORTH
SHAWNEE
WYANDOTTE
LAFAYETTE
SALINE
HOWARD
BOONE
Topeka
Kansas City
DOUGLAS
JOHNSON
Kansas City
JACKSON
JOHNSON
PETTIS
COOPER
MISSO
OSAGE
A S
FRANKLIN
MIAMI
CASS
MORGAN
MONITEAU
HENRY
BENTON
BATES
COFFEY
ANDERSON
LINN
SAINT CLAIR
CAMDEN
WOODSON
ALLEN
BOURBON
VERNON
HICKORY
CEDAR
NEOSHO
BARTON
DADE

70-County
AREA PULSE
620,400 radio homes
WHB is first in *every* time period!
Average share of audience 25% ahead of the second station!

N. S. I. AREA
542,700 radio homes
WHB all-day average: 42.9%
(second station: 16.6%)
WHB first by far in *every* time period!

Latest Kansas City Hooper gives WHB whopping first place with 47.7%. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from **Blair,** or WHB General Manager **George W. Armstrong!**

WHB 10,000 watts—710 kc

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel	**KOWH,** Omaha Represented by H-R Reps., Inc.	**WTIX,** New Orleans Represented by Adam J. Young, Jr.	**WHB,** Kansas City Represented by John Blair & Co.

at deadline

R&R Realigns Top Echelon; Beirn Named Executive V.P.

F. KENNETH BEIRN, former president of Biow-Beirn-Toigo (now Biow Co.), joins Ruthrauff & Ryan, New York, as executive vice president in charge of plans and creative services. Mr. Beirn's move prompted several major executive appointments at R & R:

Paul E. Watson, president of R & R, elected chairman of board, succeeding Barry Ryan, who becomes chairman of executive committee. H. B. Groseth and R. W. Metzger, R & R vice president in Chicago, elected executive vice presidents.

Prior to joining Biow, Mr. Beirn served as head of New York office of Dancer-Fitzgerald-Sample.

Mr. Watson joined agency in 1923 and served continually as head of western operations and vice president in charge of Chicago office. Mr. Groseth joined agency in 1939 as assistant account executive and rose to vice president. In 1954 he was made a member of executive committee of board. He will continue to serve as account supervisor on number of accounts. Mr. Metzger, who joined R & R in 1934 as radio director of Chicago office, has been director since 1948.

Networks Get Together For Advertising Week Program

TV'S SALUTE to advertising, 15-minute film titled *Advertising Benefits You,* is slated for showing on three tv networks as highlight of National Advertising Week, Feb. 19-25, Robert Sarnoff, NBC president and general chairman of Advertising Federation of America's planning committee for NAW, said Friday. Time slots assigned Friday include showings on CBS-TV on Feb. 19 at 1 p.m. EST; NBC-TV as far west as Rockies, same day at 2 p.m. EST, and ABC-TV's time to be announced. Film includes skits by Sid Caesar and Carl Reiner of NBC; Jackie Gleason and Audrey Meadows in *The Honeymooners* sequence, representing CBS, and ABC Vice President John Daly, who will introduce entertainers and speak on advertising's role in U. S. Producer is Hudson Faussett of NBC.

For film—parts of which were shot in "rival" studios to meet Feb. 19 deadline so that prints could be distributed for local use after network telecasts—cooperation was obtained from other members of Mr. Sarnoff's committee: J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC-TV president, and Ted Cott, general manager of DuMont's WABD (TV) New York and WTTG (TV) Washington. Also working with the group was Roger Pryor, vice president, Foote, Cone & Belding, AFA's task force agency.

Looking for Monopoly

HOUSE Antitrust Subcommittee will hold exploratory hearings Feb. 27 to April 4 on monopolistic practices in regulated industries, including radio and tv. House group has indicated it will look into monopoly in radio-tv industry itself and National Collegiate Athletic Assn. control over televised college football.

GLEASON MOVES UP

P. LORILLARD Co., sponsor of *Two for the Money* on CBS-TV (Sat., 9-9:30 p.m. EST), has waived commitment that its program must follow Jackie Gleason's *The Honeymooners* (8:30-9 p.m. EST), thus triggering long-sought network desire to swap Gleason show's time period with *Stage Show* which fills preceding half-hour period [B•T, Feb. 6]. Move effective Feb. 18, is expected by network to buttress Mr. Gleason's show which has given way in rating strength to Perry Como's program on NBC-TV (8-9 p.m. EST).

WOAI-AM-TV Buys Stock; WNOS Sold for $62,200

REPURCHASE of 20% of its stock for $980,000 announced Friday by WOAI-AM-TV San Antonio. Stock bought by corporation from following stockholders, each owning 5%: Mrs. Jane Mayer, Mrs. Helen Rau, Mrs. Frances Russell and Mrs. Anna Stein.

Sale of WNOS High Point, N. C. (1 kw day on 1590 kc) by William H. Currie and associates to Statesville Broadcasting Co. (WSIC Statesville, N. C.) for $62,200 also announced Friday. Charles D. Melton is WSIC general manager.

Both transactions, negotiated by Blackburn-Hamilton Co., station brokers, subject to usual FCC approval.

Screen Gems Releases List

LIST of 104 Columbia Pictures' feature films to be distributed by Screen Gems, New York, was announced Friday by Robert H. Salk, sales director, at Screen Gems' first international sales convention. Among titles: "Doctor Takes a Wife," "Pennies from Heaven," "It Had to Be You," "Sahara," and "Once Upon a Time," featuring such stars as Ingrid Bergman, Brian Aherne, Ginger Rogers, Cary Grant, Bing Crosby, Humphrey Bogart, Rita Hayworth and Paul Muni.

NARTB By-Law Change Hit

SMALL STATIONS as well as medium, large and fm stations would lose their group representation on NARTB Radio Board if NARTB by-laws amendment now before membership on mail ballot is approved, according to Lester L. Gould, KFMA Davenport, Iowa, at-large director for small outlets. By-laws change would eliminate eight directors—two each for four at-large groups. Mr. Gould said next step, if amendment passes, will be move to change Radio Board to eight regional and four radio network directors, giving networks much stronger position on board.

Anderson Confirmed to FTC

NOMINATION of Sigurd Anderson, former Republican governor of South Dakota, to Federal Trade Commission was confirmed Friday by Senate.

• BUSINESS BRIEFLY

NEHI CAMPAIGNING • Nehi Corp. (soft drinks), Columbus, Ga., in bid to capture larger share of what promises to be biggest soft-drink market in years, will launch intensive, long-term radio-tv spot campaign in 90 markets across U. S. starting mid-March and running to mid-November. Agency is Compton Adv., N. Y.

RADIO BUY FOR KRAFT • Kraft Foods Co., Chicago, plans to announce within week purchase of substantial schedule of network radio time, with program format not yet decided. All radio networks have submitted presentations. Kraft currently sponsors five-minute newscasts (6:55-7 p.m., Mon.-Fri.), on MBS.

ACQUIRING • D'Arcy Adv., N. Y., which recently acquired new automotive account—Packard Clipper Div. of Studebaker-Packard—is expected to be named momentarily for large food account.

POLISHES PLACING • Two shoe polish manufacturers—Griffin (Boyle-Midway Div., American Home Products, N. Y.) and Kiwi Shoe Polish Co., Pottstown, Pa.—will be launching national radio-tv spot campaigns on flexible, indefinite basis starting early next month. While Griffin will range across U. S., Kiwi will concentrate in New England, Texas and Mountain States region. Agency for Griffin is Geyer Adv., N. Y., and for Kiwi, Street & Finney, N. Y. (Latter inherited account from Geyer which resigned it last year after appointment as Griffin's agency.)

SHOES FOR SPRING • National Shoes Inc., N. Y., will launch spring advertising campaign this week, using about 25 spot radio announcements on 20 stations in New York, New Jersey, Connecticut, Massachusetts and Maryland, and announcements on *Time for Adventure* show on WRCA-TV New York.

CONSIDERING • Chesebrough Mfg. Co. understood considering sponsoring *State Trooper* (Wed., 7:30-8 p.m.) on CBS-TV. Decision expected shortly.

MACRAE IN FOR MARTIN • Lever Bros., N. Y., will take over Monday 7:30-45 p.m. period on NBC-TV but will change show to feature vocalist Gordon MacRae instead of Tony Martin. Lever starts March 5. BBDO, N. Y., is agency.

'CROSSROADS' DEAD END? • Chevrolet Dealers, which sponsors *Crossroads* (Fri., 8:30-9 p.m.) on ABC-TV, understood shopping for new program for that time period. Agency: Campbell-Ewald Co., N. Y.

TAKER FOR 'MIGHTY MOUSE' • General Foods (cereal division), N. Y., expected to sign momentarily for sponsorship of CBS-TV's *Mighty Mouse,* which will be moved up from 11 a.m. to 10:30-11 a.m. Saturdays. Benton & Bowles, N. Y., is agency.

BAPTISM • In its first plunge into network television, Sperry & Hutchinson Co. (S&H green stamps), N. Y., set to invest more than $1 million on NBC-TV's *Today, Home* and *Tonight* programs to promote purchase of cash-discount stamps. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

However You MEASURE IT...

KPHO-TV is your BEST BUY in PHOENIX

Whatever your standard of measurement, KPHO-TV delivers the most for your advertising dollar. Arizona advertisers know this . . . consistently spend the larger share of their TV money on Channel 5. National advertisers find it pays to follow suit! When you buy KPHO-TV you buy the Phoenix retail trade area. 450,000 folks offer receptive eyes and ears to your sales story. And KPHO-TV's Multi-Spot Discount Plan offers you the finest cost-per-thousand buy!

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

High Court Review Asked In Petersburg Ch. 8 Case

U. S. SUPREME COURT has been asked to review Petersburg, Va., ch. 8 case. Southside Virginia Telecasting Corp. (WSSV), losing applicant for vhf facility, petitioned for writ of *certiorari* Friday. It claimed that appeals court decision issued last December [B•T, Jan. 2], upholding FCC grant to what is now WXEX-TV Petersburg, is inconsistent with opinions of other circuits on questions of evidence.

Also filed Friday was petition to U. S. Court of Appeals for rehearing on Sacramento ch. 10 case. Appeals court last month upheld FCC grant of that vhf facility to Sacramento Telecasters Inc. (now KBET-TV) and denial of McClatchy Broadcasting Co. application [B•T, Jan. 30]. McClatchy, asking for full court to sit on rehearing, held that three-judge panel erred in refusing to rule on alleged discrimination against McClatchy because of newspaper and other broadcasting interests.

Multiple Ownership Hearing Set

NATION'S TOP COURT has scheduled argument on Storer Broadcasting Co. multiple ownership case for Feb. 28. Case (Docket No. 94) was appealed to Supreme Court by FCC when appeals court held that Commission's multiple ownership rules were illegal [B•T, Feb. 28, 1955]. Lower court held that FCC could not deny or refuse to accept application without hearing. Storer had applied for Miami ch. 10 in 1953, but because it held then maximum permissible number of tv stations (five), Commission refused to accept application. Since that time, FCC has revised its multiple ownership rules to permit single entity to own not more than seven stations in each of broadcast bands, am, fm or tv. In tv, however, not more than five may be in vhf band.

Station, Hit by Fire, On Air as Scheduled

RADIO'S ABILITY to provide news in time of crisis was demonstrated most dramatically Friday when even fire that completely destroyed five-story building housing studios of WPAC Patchogue, L. I., did not deter station from going on air in early morning as scheduled, and providing community with on-spot description of disaster and reports on water shortage and electricity failure.

Fire broke out about 4 a.m. Friday. By 6:45 a.m., WPAC had established temporary headquarters in department store across street, began broadcasting description of fire which was still in progress. Damage to building and adjacent shops was estimated at about $2 million. Stan Allan, WPAC station manager, said he could not provide estimate of station's loss, consisting of studios and associated equipment, which was insured.

WTBF Changes Favored

INITIAL DECISION issued Friday by Chief FCC Hearing Examiner James D. Cunningham favored facilities change for WTBF Troy, Ala., moving station from 1490 kc, 250 w unlimited to 970 kc, 5 kw day, 500 w night directional unlimited.

Niles Productions Inc. Fills Key Staff Posts

KEY APPOINTMENTS at newly-formed Fred A. Niles Productions Inc., covering offices in Chicago and Los Angeles, were to be announced today (Mon.) by Fred A. Niles, president of tv production firm. Company has engaged quarters at 22 W. Hubbard St., Chicago, also effective today, with two stages and production, creative, sound, editing and other facilities.

Appointments announced are those of Jerry Abbott, vice president and music director; Ed Katz, controller; Ruth L. Ratny, sales promotion and public relations chief, and Lloyd Berthune, director of photography, all Chicago. Chris Petersen Jr. will head west coast operations, headquartering at 1040 Las Palmas, Hollywood, with firm to be known as Fred A. Niles Films (division of Chicago-based organization). Staff includes James S. McGee on promotion and Robert Koenig on creative writing. Messrs. Niles, Petersen and Abbott and Miss Ratny formerly were with Kling Film Productions Inc., Chicago.

1955 Tv Receiver Sales Mark New Annual Record

SALES of tv sets by retailers totaled 7,421,084 in 1955, setting new annual record, according to Radio-Electronics-Tv Mfrs. Assn. Figure in 1954 was 7,317,034.

Sales of radios (excluding auto sets which seldom reach retail outlets) totaled 6,921,384 sets in 1955 compared to 6,430,743 in 1954. Factory production of auto radios totaled 7,229,594 in 1955, according to RETMA, with 864,261 made in December. December radio sales totaled 1,388,801 sets compared to 865,602 in November and 1,158,588 in December 1954.

December tv sales totaled 933,467 sets compared to 591,366 in November and 1,093,702 in December 1954.

Refused, but Just Barely

BROADCASTERS barely lost petition to provide live radio-tv coverage of "grand inquest" into Baltimore transit strike when legislative steering committee voted 7-6 Thursday night to uphold previous denial by Maryland House of Delegates. NARTB President Harold Fellows and Maryland-D. C. Radio & Television Broadcasters Assn. had protested house denial by vote of 85-17. Broadcasters felt narrow vote on appeal indicated their protest had at least swung considerable sentiment their way.

UPCOMING

Feb. 15-16: Senate Interstate & Foreign Commerce Committee investigation hearing on Anti-Alcoholic Advertising Bill.

Feb. 16-17: House Interstate & Foreign Commerce Committee investigation hearing on Anti-Alcoholic Advertising Bill.

Feb. 19-22: Texas Assn. of Broadcasters, Casa de Palmas Hotel, McAllen.

For other Upcomings see page 119

PEOPLE

TOM DUGGAN, controversial commentator at WBKB (TV) Chicago and principal in tv slander action pending before Illinois Supreme Court, has resigned. No future plans announced. (See early story page 109.)

LAWRENCE D. BENEDICT, account executive in New York office of Dancer-Fitzgerald-Sample, N. Y., appointed a vice president.

MARGUERITE HURTER SCHUMACHER, 58, former WINS New York program director during 1920's died Thursday at Bellevue Hospital, N. Y., of stroke.

WILLIAM L. SIEBERT, Biow Co., to Whitehall Pharmacal Co. as assistant advertising manager effective today (Mon.), succeeding **CHARLES BENESCH,** who is scheduled to move to Young & Rubicam, N. Y., Feb. 20.

FRANCIS E. ALMSTEAD, former member of education commissioner's advisory committee on educational tv in New York State, appointed special consultant on educational tv for New York State Education Dept. Mr. Almstead's post calls for pay of $1,000 per month.

KENNETH W. CONNOR, district sales manager for Georgia, Florida and Alabama, radio and television division, Sylvania Electric Products Inc., promoted to eastern regional sales manager with headquarters in New York.

AL RITTER, timebuyer, Compton Adv., N. Y., to sales staff, H-R Television Inc., national tv station representative, effective Feb. 27.

LARRY LESUEUR, CBS News correspondent at United Nations, awarded French Legion of Honor in New York ceremony. Mr. Lesueur, credited with being first broadcaster on Normandy beachhead in June 1944, first to report news of Paris' surrender by Germans and who was eye-witness at Rheims at official German surrender, also holds French Medal of Liberation.

RAYMOND F. GUY, director of radio frequency engineering for NBC, will be awarded Marconi Memorial Gold Medal of Achievement by Veterans Wireless Operators Assn. at anniversary banquet in New York Saturday.

Terrytoon Films Set for Tv

CBS-TV Film Sales has acquired from CBS exclusive syndication rights to 156 Terrytoon cartoons, effective today (Mon.) and will make them available to stations on two-year library basis. Disposition of about 500 additional Terrytoons in package, obtained by CBS for about $3 million in purchase of Terrytoons Inc. [B•T, Jan. 9], not decided.

KPIC (TV) Plans Start Tuesday

KPIC (TV) Roseburg, Ore., expects to begin commercial operation tomorrow (Tuesday), the ch. 4 station announced last week. KPIC is licensed to South West Tv Inc. and is owned jointly by KVAL-TV Eugene and KBES-TV Medford, both Oregon. South West is headed by C. H. Fisher, president.

New Hats at DuMont

NEW ALIGNMENT of government manufacturing, engineering and sales operations of Allen B. DuMont Labs reported Friday places Dr. Thomas T. Goldsmith Jr., vice president in charge of research, in new post of vice president and general manager of laboratories' new Government & Research Div. In another change, Irving G. Rosenberg, vice president of Labs since 1953, becomes vice president and general manager, Technical Products Div.

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James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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***Reg. U. S. Patent Office**

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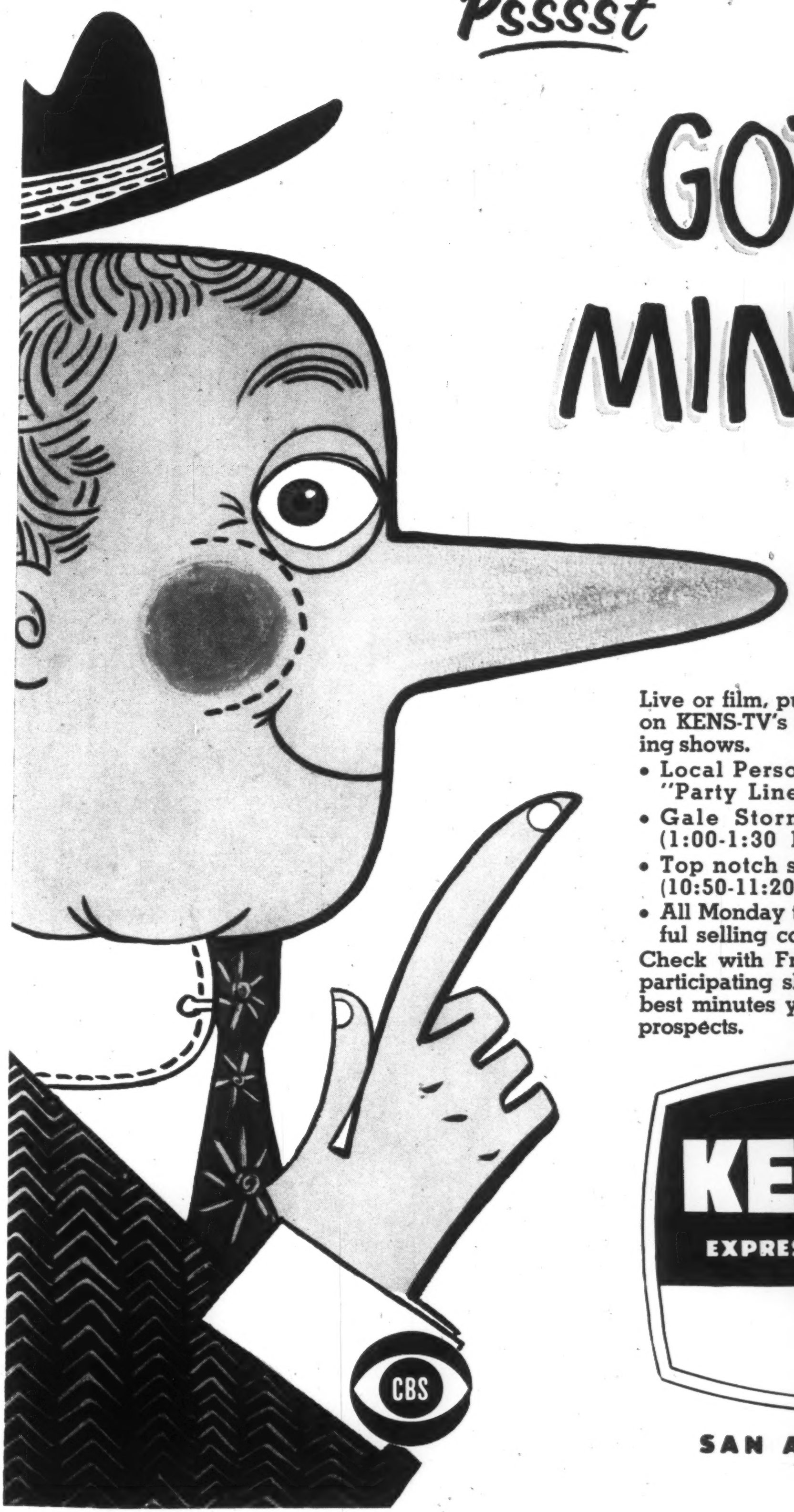
Psssst

GOT A MINUTE?



Live or film, put your clients' minute to work on KENS-TV's high-rated, low-cost participating shows.

- **Local Personality Tommy Reynolds on "Party Line" (12-12:30 PM)**
- **Gale Storm in "My Little Margie" (1:00-1:30 PM)**
- **Top notch series in "Mystery Theater" (10:50-11:20 PM)**
- **All Monday through Friday—offer a powerful selling combination.**

Check with Free and Peters on these three participating shows. You'll find they are the best minutes your client can spend with his prospects.

KENS-TV
EXPRESS-NEWS STATION
5

SAN ANTONIO, TEXAS

THE HOT

"SCIENCE FICTION THEATRE"

All-star cast . . . Pat O'Brien, William Lundigan, Don DeFore, Ruth Hussey, Lynn Bari . . . others.

44.8
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, Jackie Gleason and others.

Voted No. 1 New Syndicated Show for '55!

31.5
TULSA
beats Arthur Godfred, Perry Como, Jackie Gleason, Robert Montgomery and others.

46.5
BOISE
beats Groucho Marx, Arthur Godfrey, Jackie Gleason, Bob Hope and others.

42.1
JACKSONVILLE

ARB—Nov. '55

COME FR

"I LED 3 LIVES"

STARRING
RICHARD CARLSON

Now 3rd Year in Production!

39.3
OMAHA
beats Jackie Gleason, Disneyland, George Gobel, Perry Como and others.

26.6
BOSTON

48.4
PITTSBURGH

RENEWED BY PHILLIPS IN 44 MARKETS!

ARB—Nov. '55 TELEPULSE—Dec. '55

"THE CISCO KID"

STARRING
DUNCAN RENALDO
as CISCO
LEO CARRILLO
as PANCHO

Now 6th Year in Production!

29.0
CINCINNATI
beats Perry Como, Loretta Young, Medic, Godfrey and His Friends and others.

21.0
BUFFALO

36.5
FT. WAYNE

RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

ARB—Nov., Dec. '55

NEW YORK
CHICAGO
CINCIN
HOLLY

SHOWS

"MR. DISTRICT ATTORNEY"

STARRING
DAVID BRIAN

Champion of the people!
Here's proof:

31.5
BOSTON
beats George Gobel, Dragnet, Sid Caesar, This Is Your Life and others.

37.6
OKLAHOMA CITY

56.6
CHARLOTTE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB— Nov., Dec., '55

"HIGHWAY PATROL"

STARRING
BRODERICK CRAWFORD

Award-Winning Performance
by Academy-Award Winning Star!

41.3
ROANOKE
beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

29.8
SYRACUSE

34.4
DAYTON

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—Nov., Dec. '55

ROM ZIV!

Nothing turns on the heat like
ZIV
PRODUCTIONS!

NEW! ZIV'S NEXT BIG RATING-GETTER!

"The Man Called X"

STARRING
BARRY SULLIVAN

Based on material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

ALL SEWED UP!

1. Perry Como *WSAZ-TV*
2. Big Story *WSAZ-TV*
3. Fireside Theatre *WSAZ-TV*
4. Life of Reilly *WSAZ-TV*
5. Lassie *Station B*
6. Lux Video Theatre *WSAZ-TV*
7. Colgate Comedy Hour *WSAZ-TV*
8. Bob Hope *WSAZ-TV*
9. Saturday Night Jamboree *WSAZ-TV*
10. People Are Funny *WSAZ-TV*
11. Groucho Marx *WSAZ-TV*
12. Waterfront *WSAZ-TV*
13. Big Town *WSAZ-TV*
14. Big Surprise *WSAZ-TV*
15. Robert Montgomery *WSAZ-TV*
16. Grand Old Opry *WSAZ-TV*
17. Ford Theatre *WSAZ-TV*
18. Father Knows Best *WSAZ-TV*
19. Dragnet *WSAZ-TV*
20. I Love Lucy *Station B*
21. George Gobel *WSAZ-TV*
22. Producer's Showcase *WSAZ-TV*
23. Truth or Consequences *WSAZ-TV*
24. Loretta Young *WSAZ-TV*
25. Wild Bill Hickok *WSAZ-TV*
26. People's Choice *WSAZ-TV*
27. This Is Your Life *WSAZ-TV*

***WSAZ-TV** has the audience sewed up in the Huntington-Charleston television market with 25 out of 27 top night-time shows**

**and all the top cumulative daytime ratings, too, according to ARB, Nov. 1955.*

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency.

The California Story

EDITOR:

I have just finished the article in the Jan. 30 issue of B•T which reviewed California's fabulous economic development and market expansion, with emphasis on what has taken place in Los Angeles in the post-war years.

I congratulate Lawrence Christopher on "The California Story"; it is one of the best reports on our growth to come to my attention. Obviously, a great amount of painstaking research went into its preparation.

B•T deserves high praise for placing this information before the radio and television industry nationwide.

Norris Poulson, Mayor
Los Angeles

EDITOR:

Congratulations on the excellent California market story which I just completed reading in your edition of Jan. 30.

The Santa Rosa Chamber of Commerce has informed me that a letter is on the way to you in appreciation of your excellent analysis of our county. Will you please send 10 additional copies to me as soon as possible.

Frank W. McLaurin, Gen Mgr.
KSRO Santa Rosa, Calif.

EDITOR:

We wish to order 200 additional copies . . . We would appreciate your rushing this order. . . .

J. F. Brembeck, Prom.-Pub. Dir.
KABC-TV Los Angeles

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

Female Station Managers

EDITOR:

We, the staff members of WAPL in Appleton are curious, and we know of no better way of getting an answer to our question than through our industry's trade journal, B•T, and its many readers throughout the United States. Can *you* help us?

Our question: How many female radio station general managers are there in the United States, and where are they? (We don't mean owners or part owners with stock interest, but women who are solely in the capacity of completely managing a radio station for the owners.)

Our general manager, Miss Connie Forster, has been operating WAPL in that capacity for over two years—and if you're secretly wondering what it's like working with a woman manager, our unreserved answer is "it would be hard to find a happier staff or a more successful radio station!" . . .

To get back to our question . . . couldn't B•T help us in getting an answer? We'd certainly appreciate it!!

The Staff Members of WAPL
Appleton, Wis.

How Free the Time?

EDITOR:

Enclosed is a mat just distributed by the Boy Scouts—another of the many groups soliciting "free" time from the radio stations. You will note that the mat, sent to our station, is in the usual vein, providing space for "(Sponsor's Name Here)." Frankly, we are getting fed up with the Marines soliciting full page advertisements in the newspapers, then expecting free recruiting publicity programs; the Boy Scouts asking for both time and spots, then directly soliciting advertising space for the newspapers.

We have been diligent in affording free access to our facilities, but it costs us out-of-the-pocket dollars for each sustaining fifteen minutes we give some group. This is contrasted to their adding-to-the-profits program of paying in the papers, which already enjoy postal subsidies and advertising and subscriber incomes.

Isn't it about time that radio united and said: "Ample time for free public service . . . but in all media." . . . The air is not free. Let's dignify the industry and clean up the "charity money racket" some of our older media brethren have thrived on for so long. If it's in the public interest, impress people of its worth—and keep it free in all media, or in none.

E. H. Munn Jr., Sta. Dir.
WTVB Coldwater, Mich.

Oops, Sorry

EDITOR:

Rep. John W. Heselton isn't really "the Maine Republican" that your Jan. 30 editorial says he is. (Maybe he'd like the tv ads better if he were!)

Can you move him back to Massachusetts? We don't need him here.

Murray Carpenter, Pres.
WTWO (TV) Bangor, Me.

Mail Pull

EDITOR:

We at KJAN feel exceedingly grateful to you for the feature article you ran regarding our "Eat an Extra Pound of Meat" promotion. Within a week after B•T publication we sent letters to over 200 stations which had requested details of the promotion. Every one of them mentioned reading about it in B•T, though our story appeared in 17 newspapers that we know about, so as usual B•T brought us what we needed. Thanks. . . .

Robin A. Morrow, Prog. Dir.
KJAN Atlantic, Iowa

Perfect Answer

EDITOR:

B•T has been helpful to me many times in the past, but the two issues containing articles on the future of radio [B•T, Jan. 16-23] are priceless. They provide the perfect answer to an advertiser who protests that "everybody's watching television." Congratulations for helping to reinstate radio. . . .

Jean Shuha
WCTC New Brunswick, N. J.

[EDITOR'S NOTE: Reprints of "Radio And The Fight For Time" and "Broadcast Evolution: From Radio To Radio" taken from the Columbia U. report for NBC, *Futures for Radio*, are available at $15 per 100 copies.]

Who's on Saturday?

EDITOR:

Your Comparative Network Am Showsheet —pages 64-65, Feb. 6 issue—errs on the program title for ABC, Saturday, 7:45 p.m.

This Week in Washington is the National Chamber of Commerce program broadcast on alternate 13-week periods. The current period is used by National Assn. of Manufacturers for a show called *It's Your Business.* ABC willing, we'll be back in that slot (or the quarter-hour before) starting March 31. Our last show of the last series (12 weeks because of the holidays) was on Dec. 17, 1955.

Jack H. Hamilton, Asst. Mgr.
Audio-Visual Services Dept.
Chamber of Commerce of the U. S.

[EDITOR'S NOTE: B•T regrets publishing the wrong program title provided by ABC.]

This Personality
SELLS
To The People Who
BUY
In The
Textile Center of the World

'Uncle Dudley'

On WAKE UP CAROLINA . . . Part 1 . . . 6:45 to 7:45 AM daily, this personality entertains the TEXTILE CENTER OF THE WORLD.

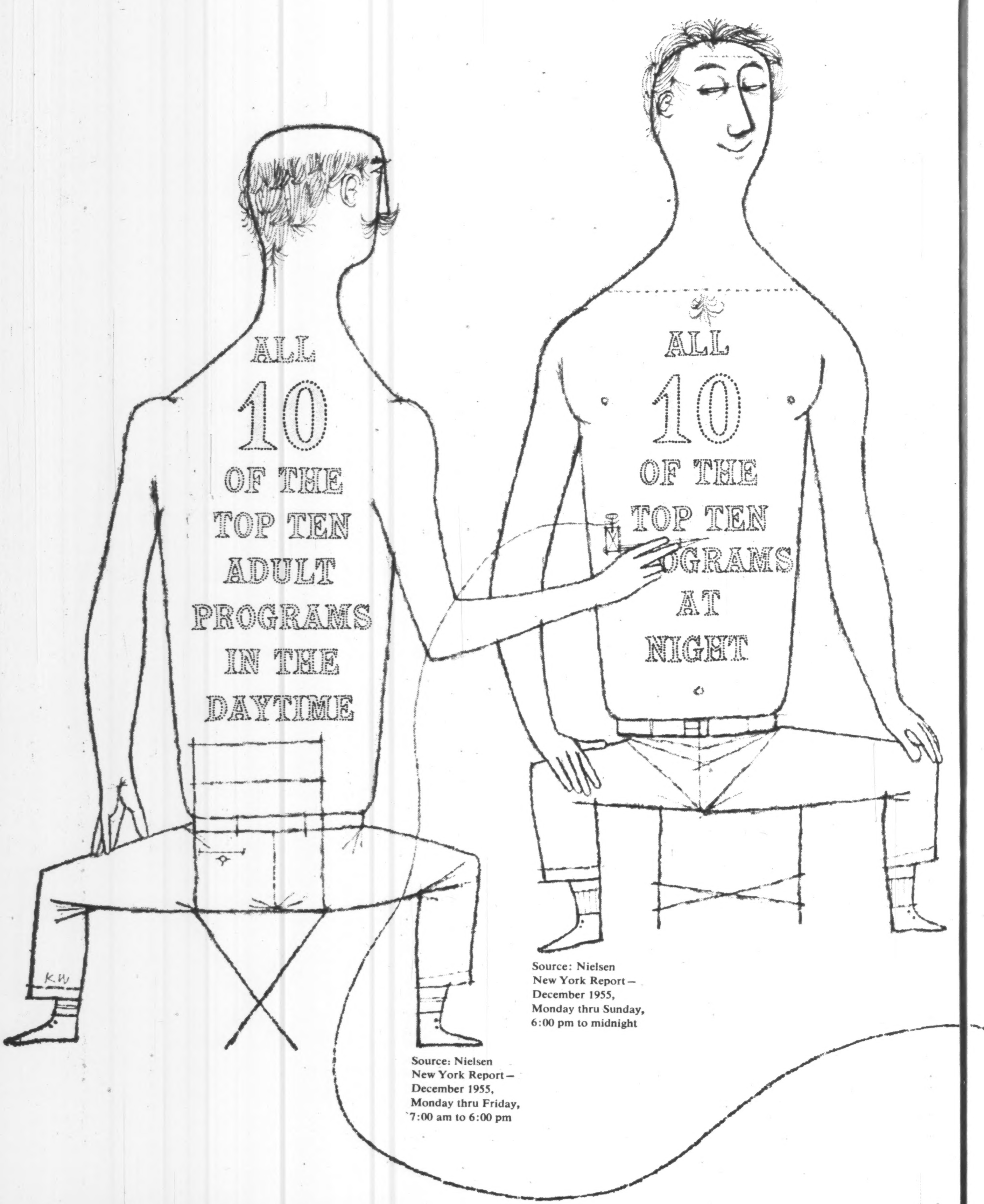
Dudley's wonderfully developed sense of humor and his knowledge of country music makes this morning program the liveliest AM feature in WESC's 27 PRIMARY COUNTY coverage.

"Uncle Dudley" turns radio audiences into LOYAL CUSTOMERS.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

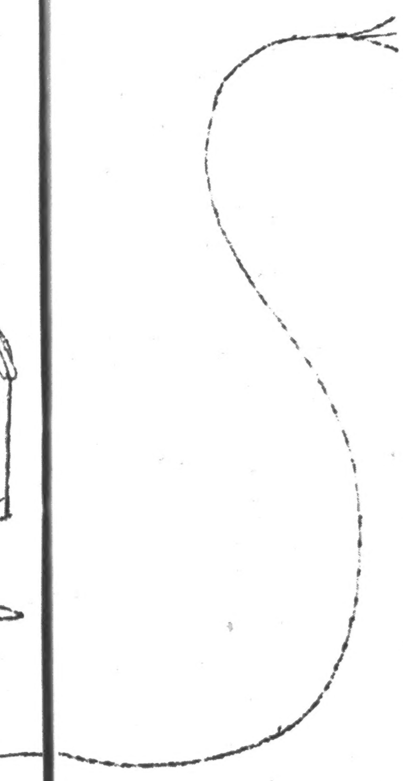
REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE


ALL
10
OF THE
TOP TEN
ADULT
PROGRAMS
IN THE
DAYTIME
ALL
10
OF THE
TOP TEN
OGRAMS
AT
NIGHT
K.W.

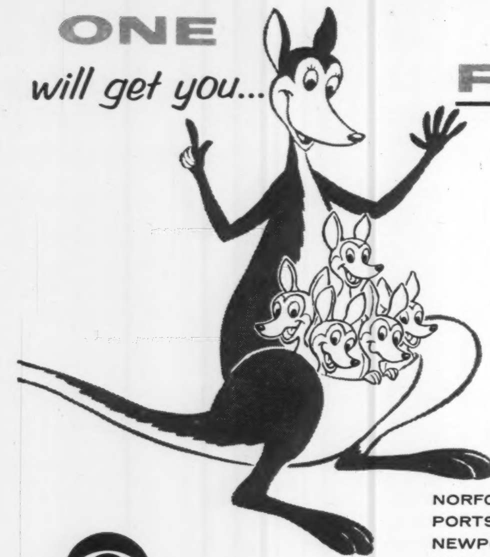
Source: Nielsen
New York Report—
December 1955,
Monday thru Sunday,
6:00 pm to midnight

Source: Nielsen
New York Report—
December 1955,
Monday thru Friday,
7:00 am to 6:00 pm



WCBS-TV

CBS Owned
Represented by
CBS Television
Spot Sales



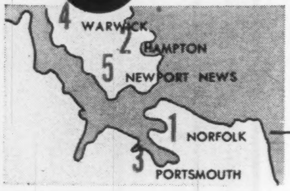
ONE will get you... FIVE

WTAR-TV
is the only "V" Station
for not one but five
lusty Markets, all
within its Grade "A"
signal . . . reaches an
area with effective
buying income
of over $2,241,000,000.*

*Effective Buying Income**

NORFOLK	$675,950,000
PORTSMOUTH	$129,976,000
NEWPORT NEWS	$63,641,000
WARWICK	$81,116,000
HAMPTON	$197,962,000

WTAR-TV CHANNEL 3 NORFOLK, VA.



Represented by Edward PETRY & Co., Inc.
*(Sales Management Survey of Buying Power, May 10, 1955)

What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—farming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. *Your* radio or TV commercial campaign gets the *best* thought of the *top* men at Song Ads. Just incidentally, they're also top men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!

S A

SONG AD
FILM-RADIO PRODUCTIONS
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

IN REVIEW

GOOD OLD CHARLEY FAYE

NETWORK EXECUTIVES sitting before their home tv screens last Wednesday night must have either quietly cheered or hissed the all-too-human "hero" of "Good Old Charley Faye" on the *Kraft Television Theatre*.

Certainly, the portrait of Charley was more contemporary art than old master: a tight-lipped, iron-clad, fanatical perfectionist of a showman who would sacrifice favorable personal publicity ("I can't afford to second-guess my audience") for his Trendex. Just as Charley's picture was dramatically appealing, so were the marginal sketches: an insecure vice president in charge of publicity who in turn would rather toss Charley to the wolves than lose network good will; a widely-read and feared tv critic—one of the wolves; a hapless ex-vaudevillian trying for his big comeback and a stable of mild-mannered, polished yes-men.

Marred only by one tired line ("You're a petty tyrant with all the humanity of a cockroach"), David Karp's tense, acrid, fast-paced and absorbing story of life behind the Video Curtain was perhaps the best of the current rash of tv plays *about* tv. As the protagonist, Lee Tracy was nothing short of superb; moreover, he was backed by an extremely competent cast including James Daly, Gene Raymond, Paul Hartman and Claudia Morgan.

Production costs: Approximately $30,000.
Sponsored by the Kraft Foods Co., Chicago, through J. Walter Thompson Co., N. Y., Wed., 9-10 p.m. EST, on NBC-TV.
Writer: David Karp; producer: Maurice Holland; director: George Roy Hill.

INDICTMENT

HOW FAR is the law justified to go in its job of securing evidence to use in convicting the perpetrators of a crime? Specifically, is the D.A.'s office justified in bringing to the witness chair a woman, not herself guilty of any crime except her refusal to testify, when this may result in her death by putting too much pressure on a weak heart?

Such questions as those, posed and resolved, if not completely answered by the opening installment of *Indictment*, started out this new Sunday afternoon series on CBS Radio with a novel twist to its cops-and-robbers genre, without losing any of the excitement of the chase in the process. Credit for the innovation goes to attorney-mystery writer Eleazear Lipsky, former assistant district attorney of New York County, whose own experiences form the basis for the series, presented in documentary-dramatic form.

Writer Robert Corcoran turned out a workmanlike script, which was well handled by producer Nathan Kroll and director Walter Gorman. Nat Polen got the most out of his role as assistant district attorney Ed McCormick, and Jack Arthur was an excellent straight man for the hero in the role of detective Tom Russo. Acting honors of the first program of the new series, however, were stolen by Harold Huber as the blustering strong-arm man, Julius Burkhardt.

Production costs: Approximately $1,500.
Broadcast on CBS Radio, Sun., 5:05-5:30 p.m. EST, sustaining.
Producer: Nathan Kroll; director: Ira Ashley; writer: Robert Corcoran. Cast: Nat Polen, Jack Arthur, Harold Huber, Santos Ortega, Vicki Viola, Daniel Ocko.

EYE ON NEW YORK

THE EYE that was on New York Jan. 29 scanned some intriguing subject matter which unfortunately was not, in considerable measure, looking its best at the time.

A feature on CBS-owned WCBS-TV New

Moving ahead!

TELENEWS

faster... greater... better than ever

Telenews—the undisputed leader in newsfilm services for television since 1948—has embarked on a major expansion program in facilities and personnel to provide even better and faster newsfilm coverage for its growing number of prestige clients.

First step in this "moving ahead" program was the inauguration on February 12th of Sunday night processing and shipping to clients.

This is being followed by the addition of processing and shipping from Chicago and Los Angeles of the daily newsfilm service.

To our TV clients from coast-to-coast and abroad this means faster delivery of Telenews' famous newsfilm services, which are already without peer for scope and speed and quality.

And to television generally, this is a reminder that the superior Telenews newsfilm services, produced by Hearst Metrotone News, Inc., are still the best buy by far in the TV news field.

THE TELENEWS FILM SERVICES FOR TELEVISION

TELENEWS DAILY NEWSFILM—Superb daily coverage of world events. Twelve to fifteen minutes per day, available from one to five days per week. Multiple shipments to meet newscast schedules.

THIS WEEK IN SPORTS—An action-packed, 15-minute program of current sports. Completely voiced and scored. Shipped from New York Tuesdays for immediate release. Exclusive in each market.

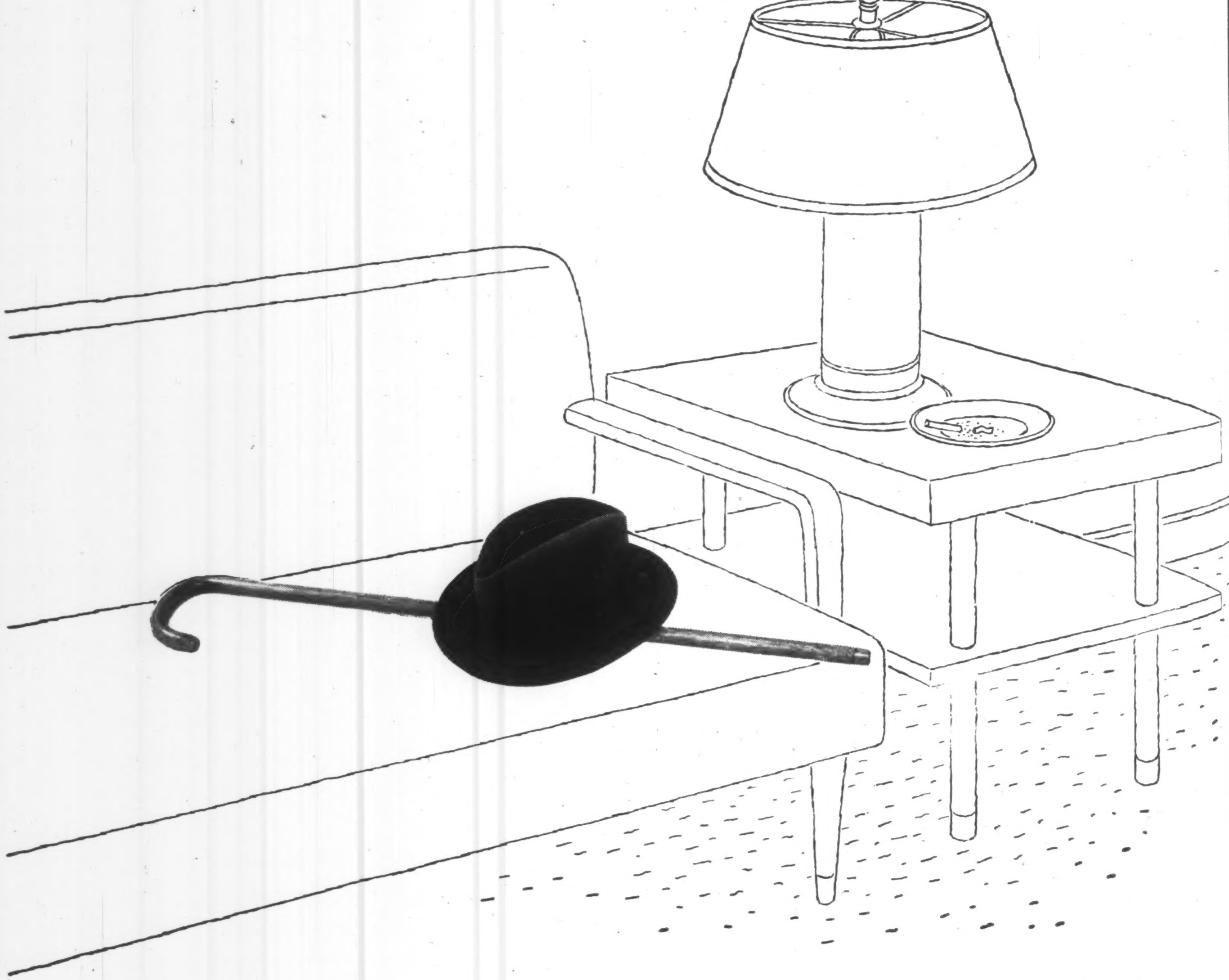
TELENEWS WEEKLY NEWS REVIEW—A comprehensive, fast-paced, 15-minute digest of the week's top news events. Completely voiced and scored. Shipped from New York Fridays for immediate release. Exclusive in each market.

INTERNATIONAL NEWS SERVICE

Exclusive distributors of Telenews Newsfilm Services

Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.

. . . He Says You Should



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
250 Park Avenue	*230 N. Michigan Ave.*	*Penobscot Bldg.*
PLaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blvd.*	*Russ Building*
Murray 8-5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

LIVE With The Lady!

THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up *his* package.

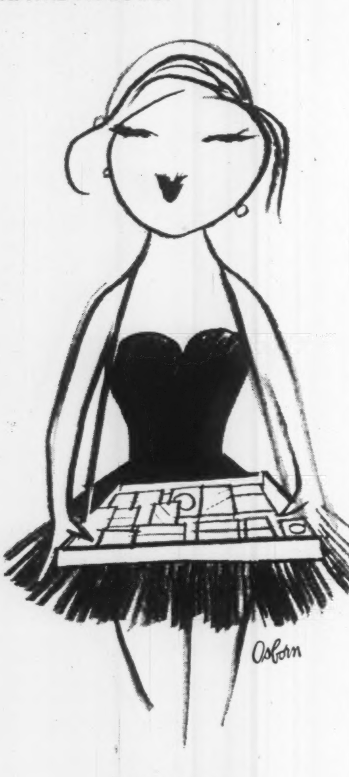
The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

These Plans are neither difficult to achieve nor expensive to buy, *and it costs absolutely nothing to find out how they work.* Your Free & Peters Colonel would like to drop his hat in *your* office and show them to you.

Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

CAPITAL TYPES #21



HAT CHICK

Has vetoed more gratuitous proposals than any congressman alive. Adept at switching loyal brand-smokers from whatever-they-ask-for to whatever-she-has-handy. Studying for her Masters in biology: once wrote term paper on the praying mantis. Devoted to the music of Hindemith. Wears contact lenses, sensible shoes, and takes long walks in the country.

And Washington advertisers who use WTOP Radio are winning in a walk. WTOP Radio gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

York for a year before it went network a fortnight ago, *Eye on New York,* featuring CBS newsman Bill Leonard, prowls around Manhattan and comes up with live and film reports on people, places and activities that range from the stock exchange to the games that children play in streets, vacant lots, and alleyways. Its Jan. 29 subjects were (1) how slum area residents are relocated while their substandard housing is being replaced, (2) the diver who stopped the flooding of the third Lincoln Tunnel tube under the Hudson river four days earlier and (3) a New York City Youth Board project in the prediction of juvenile delinquency.

Like most of those Mr. Leonard chooses, these are not provincial subjects of interest to New Yorkers alone. Only in the case of the juvenile delinquency project, however, did this program seem to get really good mileage from its possibilities. The diver and the principals in the housing project, although obviously experts, were stiff and to a great extent inarticulate, and Mr. Leonard, able reporter and adroit questioner though he is, just couldn't quite pull their stories out of them.

Production costs: Approximately $5,000.

Broadcast sustaining on CBS-TV, Sun., 11-11:30 a.m. EST.

Producer-interviewer: Bill Leonard; assistant producer: Lee Hanna; director: Lewis Freedman; production supervision under WCBS-TV New York Public Affairs Dept., Clarence Worden, director.

THE BOB HOPE SHOW

BOB HOPE is no family entertainer. (That is, children might profitably be put to bed before a Hope show.) But entertainer he most assuredly is. While in London he gathered a few elements that New Worlders don't often see and spliced them into a creditable film spectacle for Chevrolet Feb. 7. The elements: British and Continental glamour girls, a few ooh-la-la fashions, Ted Heath's band and the evening's co-star, beloved comic Fernandel, all of them bowing in and out in a sort of 1956 vaudeville program. Fernandel and Hope kicked over language barriers and with their colleagues provided a show of old-fashioned variety on a grand international scale.

Production Costs: Approximately $200,000.

Sponsored by Chevrolet Motors Div., General Motors Corp., through Campbell-Ewald Co., on NBC-TV, Tues., Feb. 7, 8-9 p.m. EST.

Producer: Jack Hope; writers: Les White, John Rapp, Mort Lachman, Bill Larkin and Charles Lee; consultant: Norman Sullivan.

CBS RADIO WORKSHOP

FOR THOSE who remember the departures from conventional radio fare taken by *CBS Radio Workshop* during the late 30's and early 40's, the return to the air of this off-beat experimental series is very good news, even though the choice of "Brave New World" as the opening vehicle was more indicative of courage than of judgment. For Aldous Huxley's novel of a "negative Utopia" is something to digest slowly; its details of life as it may be 600 years hence are far more interesting than its somewhat melodramatic plot.

Director - producer - adapter William Froug deserves full marks for his use of a guided laboratory tour to introduce his characters and a lot of information as dramatically as possible, with extra credit for getting author Huxley to act as narrator for the two-part program, but the best thing the broadcasts can do is to send listeners to their bookshelves to read the book.

Production costs: Approximately $1,700.

Sustaining on CBS Radio, Fri., 8:30-9 p.m. EST.

Producer-director: William Froug; writer: William Froug, who adapted the Aldous Huxley novel, with advice from author; sound effects: Bill James, Tom Hanley, Ray Kemper; music: composed and conducted by Bernard Herrmann; narrator: Aldous Huxley.

Cast: Joseph Kearns, Bill Idleson, Gloria Henry, Charlotte Lawrence, Byron Kane, Sam Edwards, Jack Kruschen, Bill Conrad, Vic Perrin, Lurene Tuttle.

BOOKS

THE GOLDEN KAZOO, by John G. Schneider. Rinehart & Co., 232 Madison Ave., New York 16, N. Y. 246 pp. $3.50.

A HILARIOUS preview of the 1960 political campaign is presented in *The Golden Kazoo,* which foresees it not as a battle between two candidates nor two parties but as one in which the real opposing forces are two advertising agencies, each trying to sell his candidate, renamed The Product, to the voting public. Advertising, called on to aid the politicians in 1952, had by 1960 taken over and was running the show according to the rules of Madison Avenue, with speeches on foreign policy replaced by the candidate's bit parts in spectacular tv shows and his wife's recipes in the newspapers.

"Soap opera was 1952's greatest and, I should judge, most lasting contribution to political tv," muses R&B's radio-tv vice president, during a Thinktime session in planning the 1960 campaign. "Who can forget that offstage cocker spaniel which starred in the first soaper?"

Trying to top that, Blade Reade comes up with Baby; his opponents at DS&J counter with the 10-Cent Loaf; he comes back with the Monster Giveaway and so it goes hammer-and-tongs right up to Election Eve, when the electronic computer explodes under the strain.

Any resemblance to real advertising—and probably to real politics, too—is strictly coincidental, but the book will insure an evening of chuckles and guffaws for anyone with any acquaintance with either field of endeavor. The author, whose first novel it is, was once an agency man himself.

TELEVISION, HOW IT WORKS, by J. Richard Johnson. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 352 pp. $4.60.

HOW and why a tv receiver operates are explained in this book, written for the service technician, tv student or anyone who is interested in the workings of tv. Simply written and including scores of photographs and diagrams, this book can be read by anyone with a rudimentary working knowledge of electricity and radio circuits.

"SCIENCE IN ACTION" TV LIBRARY, Volume One, edited by Benjamin Draper. California Academy of Sciences, Merlin Press Inc., 250 W. 57th St., New York 19, N. Y. 157 pp. $3.50.

FOR six years *Science in Action* has been telecast live in San Francisco under the sponsorship of the American Trust Co. Now it is recorded on film and nationally syndicated as well. A steady demand for copies of the scripts from students, teachers and school libraries has led to the creation of *Science in Action* TV Library. The first volume contains the scripts of six programs—Bee Behavior, Feathers and Fur, Solar Energy, Glaciers, Oxygen, Sharks—together with many photographs and diagrams. Mr. Draper, editor of the book and executive producer of the tv series, also includes a chapter on the program's production. Volume II is to be issued April 15.

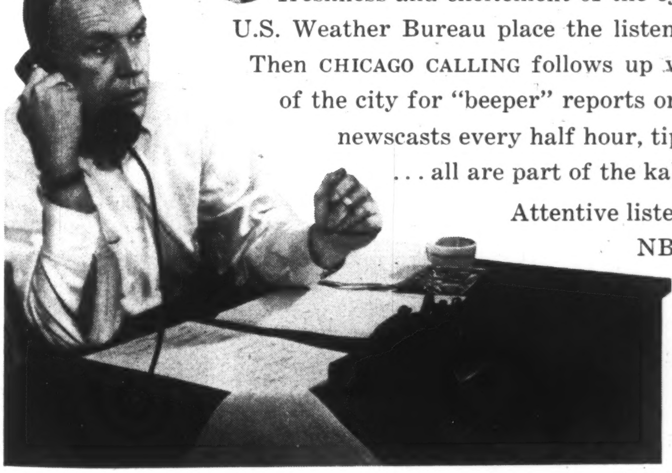
CHICAGO CALLING . . .

. . . WITH HENRY COOKE ON THE WIRE

It's Chicago's all-around morning show . . . keeping your customers in mid-America on a humming party line. Every morning from 5:30 to 8:45, Chicagoans enjoy 195 minutes of news, music and service information . . . the kind of WMAQ programming activity that guarantees attention for your sales message.

WMAQ's mobile unit delivers Chicago news directly while it's happening, with all the freshness and excitement of the eye-witness report. "Beeper" phone contacts with the U.S. Weather Bureau place the listener nearest the men who know the weather. Then CHICAGO CALLING follows up with phone calls to the traffic nerve centers of the city for "beeper" reports on driving and street conditions. Time checks, newscasts every half hour, tips on top food buys, school information, good music . . . all are part of the kaleidoscope of fun and fact that is CHICAGO CALLING.

Attentive listeners make attentive prospects. Call your WMAQ or NBC Spot Sales representative for full details on how CHICAGO CALLING can sell your product in America's second-largest market.

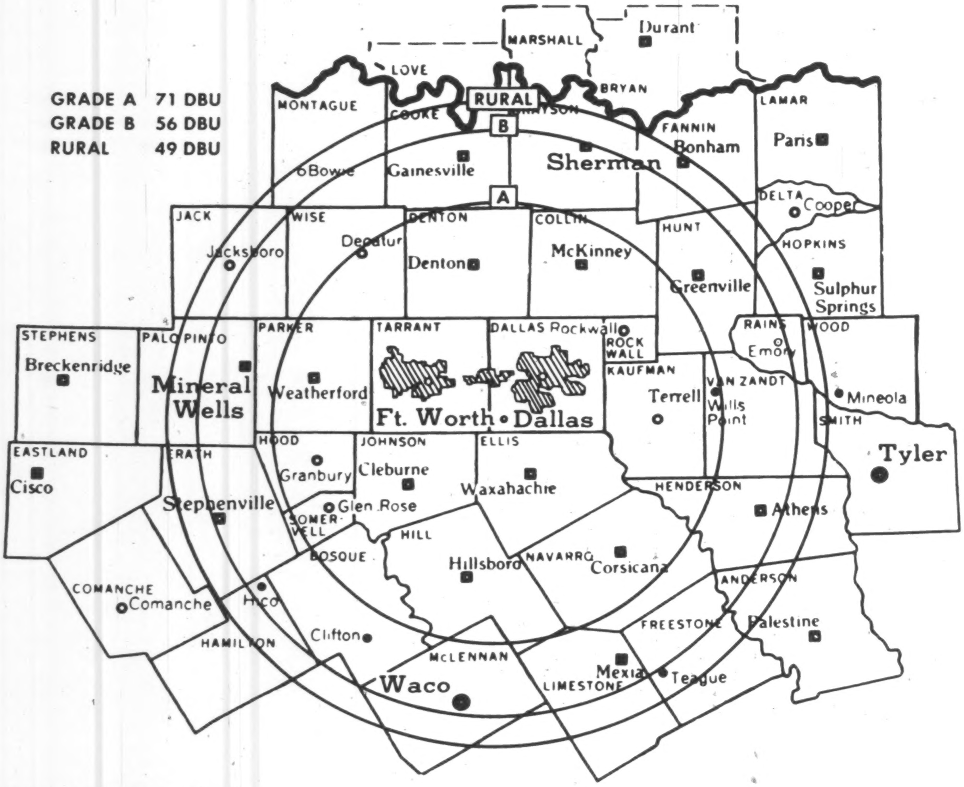


WMAQ NBC RADIO IN CHICAGO

represented by NBC *Spot Sales*

316,000

GRADE A 71 DBU
GRADE B 56 DBU
RURAL 49 DBU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MARSHALL
Durant
LOVE
BRYAN
MONTAGUE
COOKE
GRAYSON
FANNIN
LAMAR
Bowie
Gainesville
Sherman
Bonham
Paris
DELTA
Cooper
JACK
WISE
DENTON
COLLIN
HUNT
HOPKINS
Jacksboro
Decatur
Denton
McKinney
Greenville
Sulphur Springs
STEPHENS
PALO PINTO
PARKER
TARRANT
DALLAS
Rockwall
ROCK WALL
RAINS
Emory
WOOD
Breckenridge
Mineral Wells
Weatherford
Ft. Worth
Dallas
KAUFMAN
Terrell
VAN ZANDT
Wills Point
Mineola
SMITH
EASTLAND
ERATH
HOOD
JOHNSON
ELLIS
Cisco
Granbury
Cleburne
Waxahachie
Tyler
Stephenville
Glen Rose
SOMERVELL
HENDERSON
Athens
HILL
BOSQUE
Hillsboro
NAVARRO
Corsicana
COMANCHE
Comanche
Hico
ANDERSON
HAMILTON
Clifton
FREESTONE
Palestine
McLENNAN
Mexia
Teague
LIMESTONE
Waco

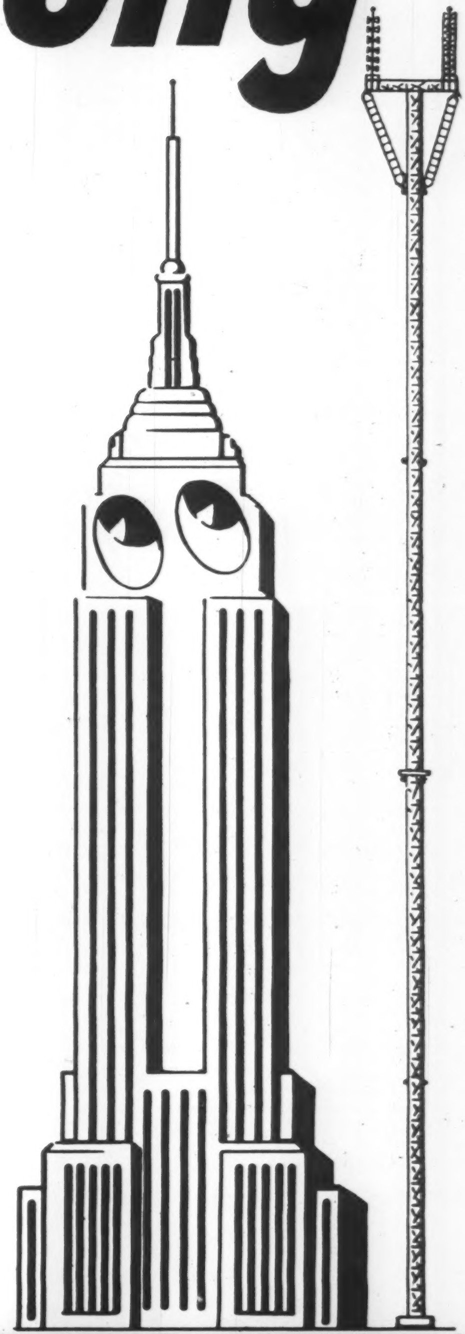
DALLAS-FT. WORTH NORTH TEXAS MARKET

CHANNEL 8

WFAA-TV

watts strong

1,521 feet above ground
(1685 feet above average terrain)



Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties)	2,272,600
Urban	1,603,900
Rural	668,700
Effective Buying Income . . .	$3,477,072,000
Retail Sales . .	$2,582,192,000

(Source: Sales Management Survey of Buying Power, May 10, 1955)

SET COUNT	552,740

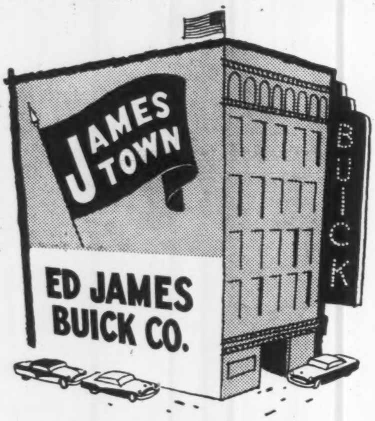
A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station

DALLAS

51 Ft. Taller
than the
EMPIRE STATE BLDG.

CASE HISTORY—AUTOMOTIVE



Los Angeles Radio Saturation Builds World's Biggest Buick Agency

In business three years—today the biggest Buick dealer in the world.

First month in business, 57 new car sales —today, monthly average 10 times that.

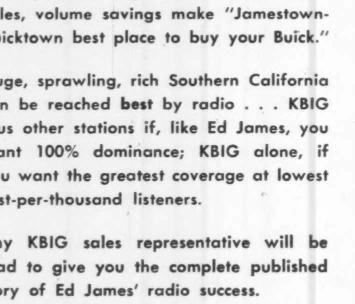
That's the short but stirring saga of Ed James and his 11-acre "Jamestown" in downtown Los Angeles.

There's one constant element in James' success story: He saturates Los Angeles area car-buyers by saturating independent radio.

Ed James' sparkling jingles are on KBIG every day . . . have been for the past three years, telling listeners why volume sales, volume savings make "Jamestown-Buicktown best place to buy your Buick."

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations if, like Ed James, you want 100% dominance; KBIG alone, if you want the greatest coverage at lowest cost-per-thousand listeners.

Any KBIG sales representative will be glad to give you the complete published story of Ed James' radio success.



KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

our respects

to JAMES THOMAS AUBREY JR.

TELEVISION SUCCESS doesn't come easy in a seven-station market.

Each station must work just that much harder to win its share of viewers. In Los Angeles, these viewers are the millions who also listen to the radio, go to the movies, beach or mountains whenever their sophisticated entertainment appetites are not fully titillated by the rich variety of program fare offered on tv through many hours of the day and night.

This is the kind of challenge faced daily by a television executive like Jim Aubrey, general manager of CBS-owned KNXT (TV) Los Angeles and the CBS Television Pacific Network, embracing 37 affiliates. His business associates believe he has met the challenge well. KNXT business has quadrupled in less than four years under his youthful but veteran hand while numerous civic and national awards attest the public acceptance of his bold program policies.

"I believe in spending just as much money and time in developing good public service programs as any good commercial show," Mr. Aubrey says. "Not that I'm being hypocritical, just because it pays off in the long run. But as a network outlet, every local show we put on the air must match the production quality of the network programs.

"Another way of looking at it, since available local time is not as great as on an independent operation, we have to make the very best of each program period that we can," he explains. "This is why we feel it is good management to develop and create stars even in our educational type shows, people like Dr. Frank Baxter, whose college credit courses about Shakespeare on television have won national recognition."

Mr. Aubrey is credited with making CTPN a working entity, patterned after the older Columbia Pacific Radio Network. Key shows which he sparked and which KNXT originates are the Thursday 10-10:30 p.m. *Harry Owens Show* sponsored by Regal Beer and the Monday-through-Friday 7-9 a.m. *Panorama Pacific*, participating, a West Coast pioneer in early morning tv.

James Thomas Aubrey Jr. was born Dec. 14, 1918, in LaSalle, Ill. His father was a veteran Chicago agency executive, partner in Aubrey, Moore & Wallace, and today is chairman of the board of the successor Aubrey, Finlay, Marley & Hodgson Inc. there. A lot of it rubbed off on James Jr. at an early age.

The young Mr. Aubrey attended public school in Chicago and later went to Lake Forest Academy there. He transferred to Phillips Exeter School in New Hampshire when his parents moved to New York for a period. In 1941 he received his B.A. *cum laude* in English literature from Princeton U. But he was no typical bookworm. Always an all-sports letterman in high school, he played both football and basketball at Princeton.

Enrolled in ROTC at college, he was commissioned a second lieutenant in the Army field artillery and called to active duty upon his graduation. Shortly after Pearl Harbor he signed for pilot training in the Air Force and took bombardment training on the West Coast. In 1943 he was sent to Alaska with a cold weather test detachment and later was assigned as test pilot at Wright Field in Ohio and Eglin Field in Florida. "I guess I flew just about everything with wings," he says.

In early 1945, still anxious for more action, he transferred to Mitchell Field, New York, where a fighter squadron was being trained for the Pacific, but the war ended before it was finished. Sent back to Santa Ana, Calif., for reassignment, he was released on points. But his "freedom" was short lived. He married M-G-M actress Phyllis Thaxter, who had just finished "30 Seconds Over Tokyo" and who decided to end her film career to devote fulltime to being Mrs. Aubrey. It had been a difficult courtship begun while he was in Alaska. He saw her only briefly when he occasionally flew south to pick up new equipment for the Far North experiments.

Mr. Aubrey and his bride returned to Chicago in the fall of 1945 where he became account executive for Street & Smith Publications. Two years later he transferred to the firm's newly opened Los Angeles office and in 1948 switched to Conde Nast Publications. But he soon became conscious of radio's dominant position in providing economic coverage of the scattered Southern California communities which newspapers or magazines could not match.

The decision was simple. In the fall of 1948 he joined CBS-owned KNX Los Angeles as account executive. Quite unlike space selling, he quickly learned that radio is basically a creative sales job, involving quality of programming to suit an advertiser's need as much as mere selling of time. It was experience which prepared him for tv.

In 1950 Mr. Aubrey changed to KTSL (TV) there, newly acquired by CBS, and later the same year moved to independent KTTV (TV), which formerly had been the CBS-TV affiliate in Los Angeles. But the next year he was called back to KTSL (now renamed KNXT) as general sales manager. In 1952 he was promoted to general manager of KNXT and CTPN.

The Aubreys have their own home in suburban Brentwood. They have two children, Susan, 10, and James Watson, 3. The family's favorite spot is the barbeque pit and patio, but father doesn't profess to be much of a chef.

TELEVISION HELPS STATION SET RECORD

"We could never have done it without a transmitter," says station executive.

IN A REFRESHING burst of candor, modesty and good spirits, the general manager of a television station gave credit to his equipment while acknowledging that there doesn't seem anyplace else to go, now that the ratings are here.

"How do you expect me to feel after such a clean sweep?" he asked a B•T reporter. "When all of the top 15 once-a-week shows are on your station, and all the top 10 multi-weekly shows are on your station, and you attract more viewers in a 25-county area than all other stations combined, what do you want me to do? Go out and shoot myself an Alexander because there aren't any more worlds to conquer?"

"Shut," the B•T reporter interrupted, "up a moment, I want to catch this show on WMT-TV."

Monkey's Uncle

"Impossible," said a certain skeptic, when told that one station could monopolize a market to the extent that it could consistently attract more viewers than all other stations in its area combined. "I'll be a monkey's uncle if you can show me a survey proving it." Then he was shown WMT-TV's latest TelePulse. The rest is history.

—LATEST RATINGS—

PULSE

Top 15 Once a Week Tv Shows

		Rating
$64,000 Question (CBS)	WMT	49.0
I Love Lucy (CBS)	WMT	43.9
Ed Sullivan (CBS)	WMT	43.0
I've Got A Secret (CBS)	WMT	29.9
Person To Person (CBS)	WMT	39.0
Godfrey and His Friends (CBS)	WMT	38.3
What's My Line (CBS)	WMT	37.9
Lineup	WMT	37.7
Millionaire (CBS)	WMT	36.7
Ford Theatre	WMT	36.5
You'll Never Get Rich	WMT	36.5
Private Secretary, Jack Benny (CBS)	WMT	35.9
Honeymooners (CBS)	WMT	35.5
Meet Millie (CBS)	WMT	35.5
Playhouse of Stars (CBS)	WMT	35.5

Top 10 Multi-Weekly Tv Shows

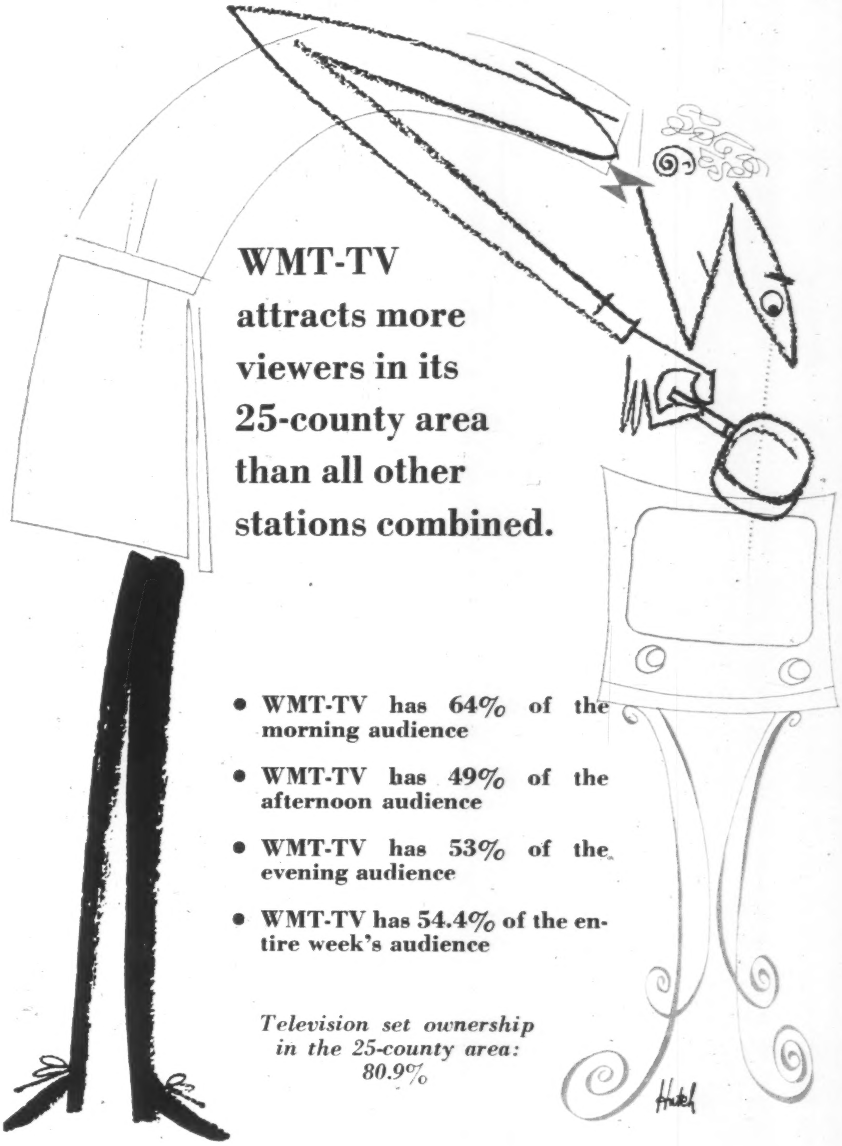
CBS News	WMT	25.1
Dateline Iowa, Misc.	WMT	23.9
Ten P.M. News	WMT	20.4
Love of Life	WMT	13.2
Valiant Lady	WMT	13.1
Guiding Light	WMT	13.0
Search For Tomorrow	WMT	12.7
Tower Theatre, Misc.	WMT	12.3
Strike It Rich	WMT	12.2
Little Rascals, Misc.	WMT	11.7
News, Weather, Markets (Noon)	WMT	11.7

Channel Selector Knobs Redundant in Eastern Iowa

"All you need is Channel 2," says one of the area's most experienced servicemen.

IN AN EXCLUSIVE INTERVIEW with a reporter from WMT-TV, Mr. Ray ("Cathode") Probe declared, "I been chasing rasters, man and boy, for fifty years in Eastern Iowa, and I swear I don't know why set makers put variable tuners they ship here. All they need is Channel 2."

(Ed. Note: Mr. Probe is indeed an old timer, and he should know whereof he speaks; his brother-in-law is a WMT-TV engineer. The reference, however, to fifty years of raster-chasing is believed to be an exaggeration.)



WMT-TV attracts more viewers in its 25-county area than all other stations combined.

- **WMT-TV has 64% of the morning audience**
- **WMT-TV has 49% of the afternoon audience**
- **WMT-TV has 53% of the evening audience**
- **WMT-TV has 54.4% of the entire week's audience**

Television set ownership in the 25-county area: 80.9%

WMT-TV's primary service area includes three of the six largest cities in the state—Cedar Rapids, Waterloo and Dubuque.

The new TelePulse (like the one last year) gives WMT-TV all of the top fifteen once-a-week shows, and all of the top ten multi-weekly shows.

Any questions? Ask the Katz Agency man.

WMT-TV

Mail Address: Cedar Rapids
CBS
National Representatives: The Katz Agency

FIRST IN A SERIES

WHAT makes a radio station GREAT?

Ask the listener. He'll say: good listening.

Ask the advertiser. He'll say: *results.*

The radio station that provides good listening and resultful advertising has achieved the hallmark of greatness by the standards of America's system of radio broadcasting.

On WFAA, the great radio station of North Texas, *results* mean a tremendous volume of sales, year after year. Advertisers use WFAA to sell successfully everything from bacon to automobiles . . . flour to shaving cream.

That's because more people in 111 counties listen to WFAA than to any other radio station.* They like old favorites like the Early Birds. They like WFAA's fresh new ideas in programming So they keep listening . . . and *buying.*

See your Petry man.

***Source: 1955 Whan Study — A. C. Nielsen N. S. I.**

THE EARLY BIRDS

* Now completing its 26th consecutive year. Oldest live talent breakfast hour show in the U. S.

WFAA
820 · 570
50 000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

a GREAT American radio station
Edward Petry & Co., Inc., Representative

MILESTONES

► WEJL Scranton, Pa., *Times News Roundup* marked its 33d anniversary last month.

► ULMER TURNER, newscaster, WBKB (TV) Chicago, is beginning his 30th year in broadcasting in that city.

► EVERETT MITCHELL, m.c. of NBC Radio's *National Farm & Home Hour,* celebrated his 30th year in broadcasting and 25th year with NBC Feb. 1.

► B. GEORGE BARBER Jr., commercial manager, WGBG Greensboro, N. C., celebrated his 25th anniversary in broadcasting Jan. 19.

► WEAV Plattsburg, N. Y., marked its 21st anniversary Feb. 3.

► EARL GODWIN, news commentator, WRC Washington, D. C., marked his 20th anniversary in broadcasting last month.

► WEFM (FM) Chicago is beginning its 17th year on the air.

► CBS Radio's *House Party* celebrated its 11th anniversary last month.

►JOSEPH GALLICCHIE, music director at NBC Central Div., celebrated his 10th anniversary in that post Jan. 25.

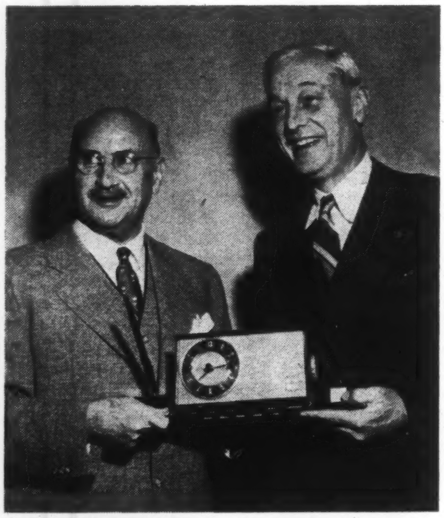
► ABC Radio's *The Greatest Story Ever Told* (5:30-6 p.m. EST) celebrated its ninth anniversary last month.

► CBS-TV's *What's My Line?* (Sun., 10:30-11 p.m. EST) began its seventh consecutive year on the air Feb. 5.

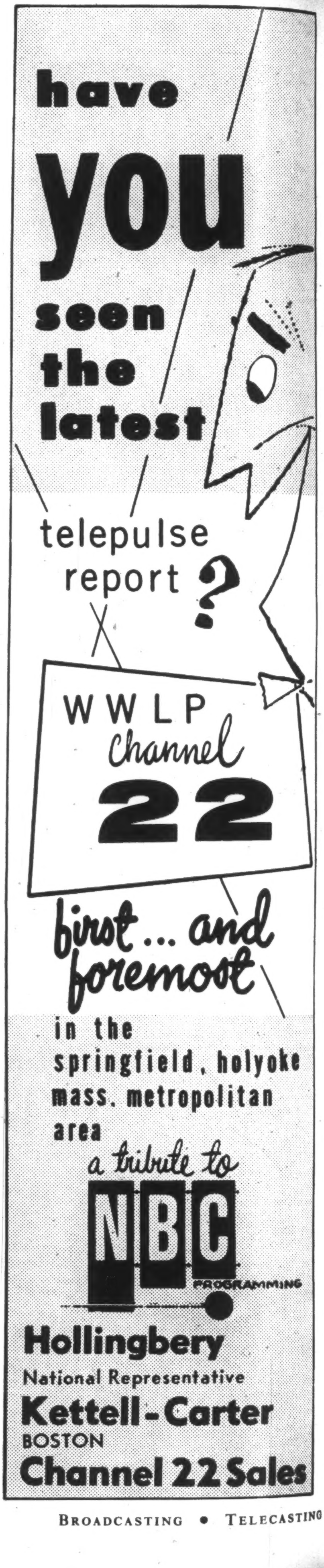
► WFIL-TV Philadelphia *University of the Air* observed its sixth anniversary Jan. 30.

► NBC-TV's *Today* (7-9 a.m. EST, Mon-Fri.) celebrated its fifth anniversary Jan. 14.

► CBS-TV's *Private Secretary* starring Ann Sothern, and alternating on the network with *The Jack Benny Program* began its fourth year Feb. 5.



GUSTAV FLEXNER (l), executive vice president, secretary and a founder of the Greater Louisville First Federal Savings & Loan Assn., receives an executive radio and pen set from George W. Norton Jr., president, WAVE Inc., commemorating his firm's 30th anniversary as an advertiser in the broadcast media. In special programs on WAVE-AM-TV Louisville, Mr. Flexner also was presented a scroll for radio advertising since 1925 and on tv since 1948, the year WAVE-TV went on the air.



have you seen the latest telepulse report ?

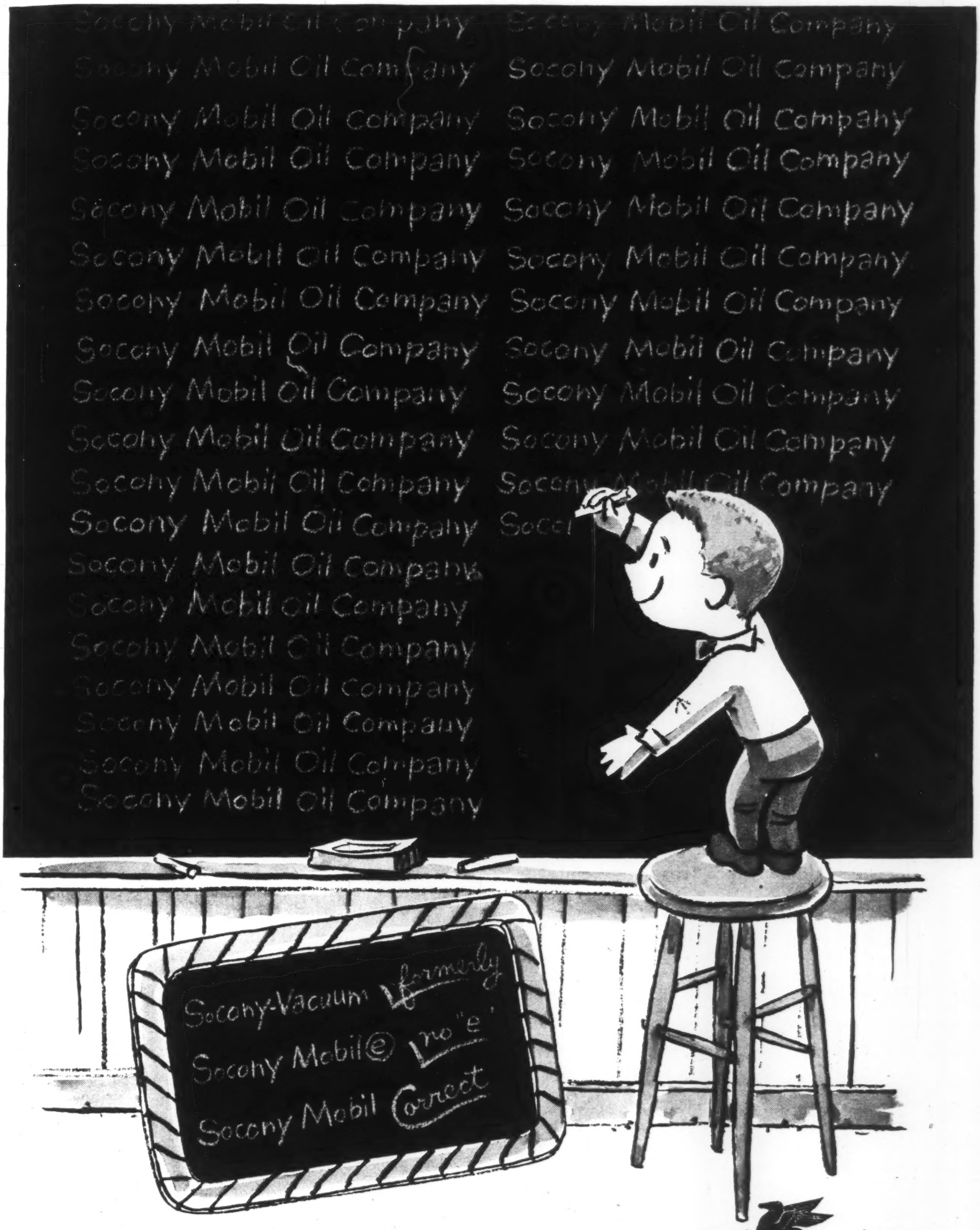
WWLP Channel 22

first ... and foremost

in the springfield, holyoke mass. metropolitan area

a tribute to NBC PROGRAMMING

Hollingbery
National Representative
Kettell-Carter
BOSTON
Channel 22 Sales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Socony-Vacuum formerly
Socony Mobile no "e"
Socony Mobil Correct

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company

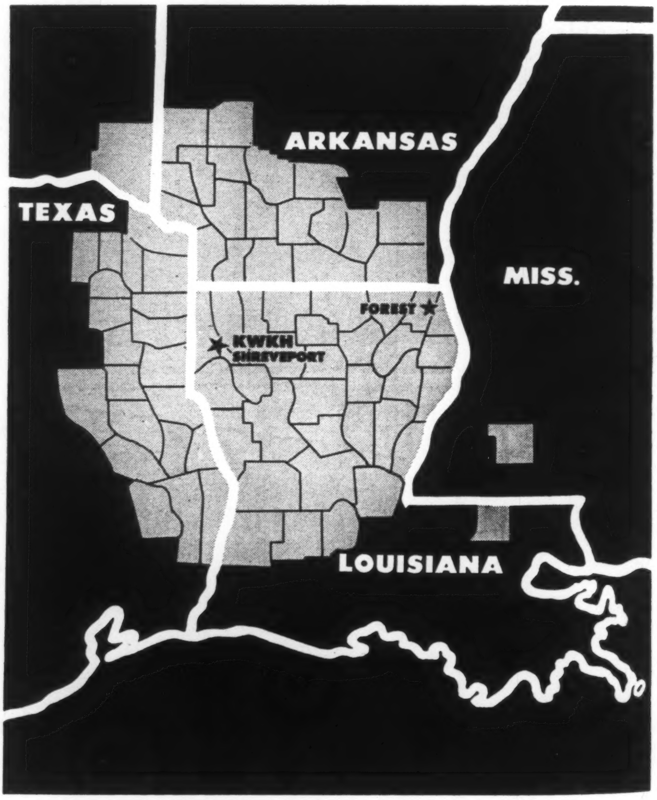
KWKH **SHREVEPORT**

EVEN GETS INTO *FOREST!*

KWKH really beats the bushes to bring you this area's best daytime audience. And *does* it, too—reaching thousands of farms, hundreds of towns and settlements like Forest (La.) in our 80-county SAMS area.

But all these "trees" don't keep us from seeing the *main stem*. Latest Hoopers for Metropolitan Shreveport show KWKH preferred over the second station *morning, noon* and *night*—up to 104%!

In *listeners-per-dollar*, KWKH tops the second-best station by 89.4%. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives	Henry Clay General Manager	Fred Watkins Commercial Manager

BROADCASTING TELECASTING

February 13, 1956

Vol. 50, No. 7

DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

Broadcasting association officials, NARTB legal advisor Judge Justin Miller, and working station newsmen present industry's case to Colorado Supreme Court Judge O. Otto Moore. Unobtrusive coverage, live and filmed, illustrates contention that radio-tv can cover forthcoming sabotage trial without turning it into 'circus.'

BROADCASTERS hid their audio and visual equipment in a Denver courtroom last week, proving their ability to report what goes on before the bench without disturbing legal procedure.

Having shown Judge O. Otto Moore of the Colorado Supreme Court, in a two-day hearing of the radio-tv arguments on behalf of the right to cover trials, that cameras and microphones can work silently out-of-sight and without bright lights, broadcasters concluded their historic presentation with a plea for an overhauling of the American Bar Assn.'s Canon 35.

This canon stigmatizes radio and tv as courtroom nuisances and barriers to justice. A joint presentation of oral arguments and a demonstration of modern electronic gear was opened Monday morning, second week of the Colorado court's Canon 35 hearing, by Judge Justin Miller, NARTB legal advisor and ex-board chairman (see excerpts from his testimony, page 94).

The argument closed Tuesday afternoon after six members of the court had spent 1½ hours watching a closed-circuit monitor that showed what was going on in their courtroom. NARTB, the Denver Area Radio & Tv Assn., and Colorado Broadcasters & Telecasters Assn. were flanked by broadcasters from other states. The visiting witnesses described how court trials are successfully covered by radio and tv almost as a matter of course.

Judge Moore said at the conclusion of testimony that he will issue his opinion within a fortnight. This opinion will be reviewed by the full court which then will hand down the court's decision. Prior to last week's testimony the court had heard witnesses representing newspaper groups who asked for still camera and newsreel rights [B•T, Feb. 6].

The media and legal worlds watched with interest as Canon 35 was laid bare by Judge Miller and other witnesses as an antique device protected by jurists who fail to recognize progress of the electronic arts and their ability to serve as reportorial devices for the public.

This unprecedented trial was put on the court's docket after Hugh B. Terry, KLZ-AM-TV Denver president, broadcast a strong editorial protesting a court ban against reporting arraignment of the defendant in the alleged sabotaging of a United Airlines plane [B•T, Dec. 19, 1955]. Mr. Terry had protested the radio-tv discrimination as a violation of guarantees of free speech.

Judge Moore observed last week that he had tuned in the editorial and had then decided the whole question of court coverage and Canon 35 should be reviewed.

In his opening testimony for radio-tv, Judge Miller reviewed the history of ABA's stand and inquiries into its impact. He tied the canon's history to constitutional law and basic freedoms and answered point-by-point some of the arguments against any change in the language. Finally he proposed an amendment which would give the court discretion to permit broadcasting and to control any possible annoyance to the court.

After Judge Miller had been questioned at length, Judge Moore thanked him for his presentation and commented favorably about the way the issues had been presented.

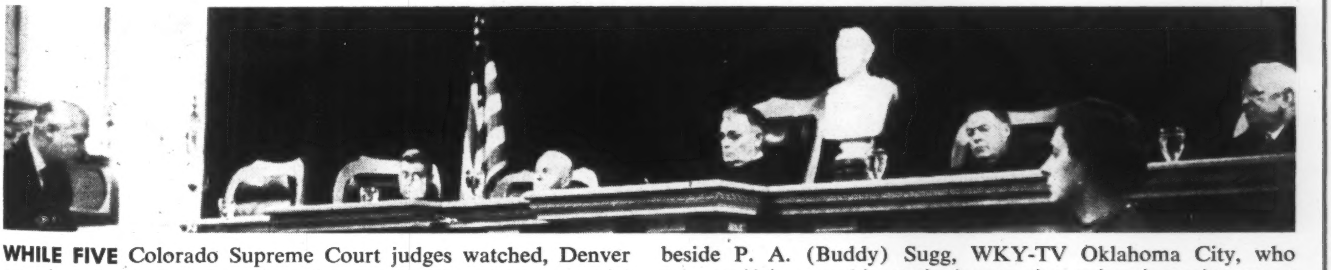
Others appearing for radio-tv included Rex Howell, KFXJ-AM-TV Grand Junction, Colo.; P. A. (Buddy) Sugg, WKY-AM-TV Oklahoma City, where radio-tv pickups are now routine; Bill Stinson, news director of KWTX-TV Waco, Tex.; Joseph Herold, KBTV (TV) Denver, and Richard Schmidt, attorney for Denver area stations.

The six judges who watched the demonstrations of the way radio and tv operate were given filmed and taped as well as live closed-circuit video coverage. A tv monitor with audio turned down was placed at one end of the bench. KLZ-TV and KBTV each supplied a live tv camera. The live and film cameras were located in a cloakroom, with two slits at the top of a door panel giving courtroom occupants a barely discernible glimpse of their existence (see photo). One Auricon Pro film camera and two Auricon CineVoice models supplied recorded video-audio coverage. Three tiny RCA microphones were concealed in the courtroom.

When a microphone attached to a lamp in front of the bench was shown Judge Moore, he was unable to see it until given more directions. Film recordings taken in the morning were shown to the court in the afternoon and permis-

(Continues on page 92)

ON TRIAL: RADIO-TELEVISION V. CANON 35



WHILE FIVE Colorado Supreme Court judges watched, Denver area broadcasters showed how they could telecast a court trial with no apparent distraction to the court or participants. Presiding Judge O. Otto Moore invited his fellow judges to watch the demonstration during the Denver hearing on the merits of the pre-tv Canon 35 of American Bar Assn.

Closed-circuit pickup was watched by judges on monitor (l) beside P. A. (Buddy) Sugg, WKY-TV Oklahoma City, who was testifying on his station's experience in pioneering court coverage. Judges are (l to r): Francis Knauss, E. V. Holland, Judge Moore, Henry Lindsley and George Bradfield. Like all other still, film and live pickups, photography was done with normal courtroom lighting. Chief Justice Wilbur M. Alter watched from the rear of the courtroom.

FORD MOTOR PARKS ITS NEW CAR AT FC&B; FIVE OTHER ACCOUNTS IN AGENCY SHIFTS

Another active moving week along agency row finds Jacob Ruppert Brewery, L&M's, Tetley Tea, MM&M's Scotch Brand Tape and Kraft's confectionary line winding up in new shops.

SIX choice advertising plums were plucked by agencies last week, capped by the acquisition of Ford's forthcoming new car account by Foote, Cone & Belding. In the other five placements:

- Dancer-Fitzgerald-Sample was named for Liggett & Myers' L&M cigarette brand.
- Warwick & Legler was selected for Jacob Ruppert Brewery.
- J. Walter Thompson Co. was appointed to handle Standard Brand's Tetley Tea.
- McManus, John & Adams received the Minnesota Mining & Mfg. Co.'s Scotch Tape Div. account.
- Foote, Cone & Belding scored a second time in getting the confectionary line of Kraft Foods.

The Chicago office of Foote, Cone & Belding in dipping into the automotive and confection lines last week came up with a billing potential of over $15 million for the two new accounts.

FC&B emerged victorious in the bid for $15 million in new Ford business after a protracted review of agency presentations which had narrowed down to Leo Burnett Co. and itself [CLOSED CIRCUIT, Feb. 6]. The appointment of Foote, Cone & Belding by Ford is being announced today (Monday) by J. C. (Larry) Doyle, general sales and marketing manager of its Special Products Div. The major or parent Ford account is handled by J. Walter Thompson Co., which also figured in the FC&B bonanza last week.

EXECUTIVES of Ford's new Special Products Div., R. F. G. Copeland (l), and J. C. (Larry) Doyle (c), discuss the new automobile with Fairfax Cone, president, Foote, Cone & Belding.

Possibility of Nearly $15 Million

Potential advertising for the new Ford car, expected to be unveiled late in 1957, is placed "somewhat over" $12 million. Total probably will approach $15 million with the addition of monies tabbed for "other advertising sponsored jointly by the division and dealer organizations [co-op] that will be recruited to handle the sale of the new car."

Foote, Cone & Belding also is expected to offer its services to individual dealer groups in various cities throughout the country, thus accounting for perhaps another couple of million dollars, according to best estimates.

Ford's Special Products Div. authorities felt it reasonable to assume that, once advertising plans are formulated, radio and television will command a substantial share of the estimated $15 million, because of broadcast media's acknowledged impact on buyers and, of course, depending on competitive conditions and other factors sometime during the second half of 1957.

It was understood that the new Ford account will be handled at FC&B in Chicago, headquarters for servicing, by Charles S. Winston Jr., vice president, who has been handling the Johnson Wax account, and that the agency would utilize the services of its New York and other major offices.

In Ford's own special products division, the top executives are and will be Mr. Doyle and Robert F. G. Copeland, newly-appointed assistant general sales manager in charge of advertising, sales promotion and training.

Mr. Copeland formerly was office manager of BBDO and Kudner Inc. and, previous to his recent Ford appointment, director of product advertising and sales promotion for Ford Motor Co. overall.

Mr. Doyle did not indicate when the appointment is effective, but with 1957 as the kickoff year for the "Car E" project and the model still on the drawing boards, this appeared premature, save in terms of 1956 billings. It was learned that "detailed arrangements" were being worked out among Ford and agency executives last week and would continue at a series of meetings through all this week.

Taking part in negotiations were Fairfax Cone, FC&B president, and Mr. Doyle, along with legal representatives.

When it materializes, the new automobile will compete with General Motors' Buick, Oldsmobile and Pontiac models and with Chrysler's DeSoto and Dodge cars. Spokesmen said it would not be introduced before mid-1957, apparently tabbing it for fall showing as a 1958 model.

The Doyle announcement also noted that selection of Foote, Cone & Belding "culminated a four-month study of over 20 national firms not presently handling automotive accounts." Twenty-four agencies were invited to submit presentations and 12 others not asked also placed bids, it was understood. A good many of them withdrew on the well-premised belief they could not service the account. J. Walter Thompson Co., which services the parent Ford Motor Co. business, employs hundreds of employes on that account.

Mr. Winston, of FC&B in Chicago, has had previous automotive associations before joining that agency. A realignment of the agency's top-level working media executives is foreseen in the wake of the Ford announcement.

The Kraft Acquisition

The appointment capped a banner week for Foote, Cone & Belding, which also inherited the Kraft confectionary account from J. Walter Thompson Co.

While not known primarily as a candy-maker, the Chicago-headquartered Kraft Foods Co. maintains a respectable advertising budget (reportedly about $1.5 million) for its confectionary line of marshmallows, caramels, malted milk and other products, some of them in the planning stage.

FC&B was in the Kraft picture months ago when the food company planned to introduce a new dog food, but the product never got on the market and the agency was relinquished.

J. Walter Thompson Co. handles the bulk of Kraft products, mostly in cheese and variations, and Needham, Louis & Brorby Inc. services Parkay margarine, Kraft oil, mustards and related products.

Toward week's end, there was an indication that Foote, Cone & Belding had landed still another product yet to be introduced—one by General Foods.

Liggett & Myers Tobacco Co., New York, switches its L&M cigarette brand, with an approximate $5 million advertising budget, to Dancer-Fitzgerald-Sample Inc., effective immediately. The brand had been serviced by Cunningham & Walsh, New York, since the product was introduced. The latter agency will continue to handle Chesterfield cigarettes, L&M's institutional advertising and its other tobacco products.

Cunningham & Walsh has been the agency for Liggett & Myers for more than 35 years. (Also see related story, opposite page.)

The tobacco firm had been listening to presentations from several agencies for the past few weeks [AT DEADLINE, Jan. 30]. This marks the second major agency switch for a tobacco firm within the past 10 days, with Philip Morris naming N. W. Ayer & Son after a long-term association with The Biow Co. [B•T, Feb. 6].

L&M cigarettes is currently a participating sponsor of *Dragnet* on NBC-TV, *Gunsmoke* on CBS-TV and *Warner Brothers Presents* on ABC-TV, as well as regional sports programs on radio and television.

Jacob Ruppert Brewery named Warwick & Legler, New York, as its agency, effective March 1. Firm had been serviced by Biow-Beirn-Toigo, New York (now The Biow Co.), which resigned to take over the Schlitz account. B-B-T shortly afterwards dropped Schlitz [B•T, Jan. 30].

The Ruppert Brewery, whose advertising budget is approximately $1.2 million, had been screening agencies for the past six weeks. The appointment of Warwick & Legler came as no surprise.

W&L had handled the Pabst Blue Ribbon account for more than two decades before it left for Leo Burnett & Co.

Standard Brands (Tender Leaf Tea), New York, named J. Walter Thompson, New York, to handle its advertising budget of approximately $1 million, effective May 1. The account has been with Compton Adv., New York, for the past eight years. Standard Brands, however, will continue with Compton for its regular and instant coffee.

Minnesota Mining & Mfg. Co., St. Paul, in naming McManus, John & Adams, New York, to handle its advertising for the Scotch Tape Div., switches the account from BBDO, New York. The advertising budget for Scotch Tape is approximately $500,000. Scotch Tape is a participating sponsor on *Mickey Mouse Club* on ABC-TV and runs a spot campaign.

Seth Moves to MJ&A

BILL SETH, vice president in charge of radio and television, Lewin, Williams & Saylor, New York, has been appointed tv account executive at McManus, John & Adams, New York, on Minnesota Mining & Mfg. Co. and Dow Chemical Co. James M. Ellers, account executive, Lewin, Williams & Saylor, succeeds Mr. Seth temporarily.

B&B Resigns Cigar Institute

BENTON & BOWLES Inc., New York, will resign the Cigar Institute of America account effective Wednesday, the agency announced "with regret" last week. Presentations by other agencies began Thursday, it was understood.

STATION BALKS AT L&M MERCHANDISING OUTLINE

WFTC Kinston, N. C., tells Cunningham & Walsh that promotional suggestions for cigarette puts unfair workload on station. Agency decides not to 'dignify' letter with an answer.

HOW much merchandising should an agency expect from a broadcast station?

Sometimes they want too much, in the opinion of J. Harold Vester, general manager of WFTC Kinston, N. C., and he raises a loud protest to promotion devices suggested by Cunningham & Walsh in its current campaign on behalf of L&M filter cigarettes.

Writing to Jerome Feniger, of Cunningham & Walsh, Mr. Vester said, "Your letter of Jan. 20, 1956, has reached me, but for the life of me, I can't quite figure it out. You bought a schedule of announcements on our station and now, it seems, you're asking us to give all the remuneration back to you in the form of merchandising."

Neither Cunningham & Walsh nor Liggett & Myers Tobacco Co., contacted by B•T, would comment officially on the WFTC letter. It was understood they decided, after a Wednesday conference, not to "dignify" the letter with an answer.

Seventy-five Stations Agree

B•T learned that 75 of the 200 stations contacted by the agency have answered the merchandising letter and offered cooperation. The agency, it was understood, felt its proposal suggested nothing beyond standard practice in merchandising and promotion.

Mr. Vester's letter to C&W continued, "All you need do to get positive results on this station is run your spot commercials as directed and actually that's all you're entitled to at the price you are paying. However, if you want all of this done, we'll be glad to do it for you on an actual cost basis, plus $3 per hour for our merchandising manager while calling on your dealers.

"Unless things have changed considerably, Liggett & Myers used to have merchandising men in the field with a panel truck constantly calling on the dealers. Is the company now expecting radio station personnel to take over this phase of the business and expense for placing advertising on radio stations?"

The C&W merchandising letter, explaining the station has been given a 13-week schedule, asks cooperation "in a plan that we believe will enable you to deliver positive results for us in the sale of L&M filters."

The plan covers live commercial copy tags and transcriptions for use by station personalities; L&M displays featuring personalities and station, with request for number of displays desired and lists of stores cooperating; other promotion including letter to dealers (sample attached), proposed news story for local newspaper (sample attached), tie-in newspaper advertising with grocery and drug outlets with which station has co-op arrangements, paid or trade space in newspapers.

These items are listed in order of importance, the letter explains. Stations are asked to submit a complete report on merchandising activities by the end of March. C&W representatives will be on tour during the promotion, it is explained.

A sample publicity story, according to the appendix, opens this way, "WXXX announced an important new sponsor today. Liggett & Myers Tobacco Co. has purchased multi-weekly announcements for L&M filters, the company's popular filter-tip brand, one of the top-selling cigarettes today. . . ." A note at the bottom adds, "You or one of your staff can call one of your friends at the newspaper and ask him to run your version of this story on the business or radio page."

Brand Names Week Dinner Will Feature Nixon Address

MORE THAN 1,700 business executives are expected to hear Vice President Richard M. Nixon address the annual Brand Names Week dinner April 18 at the Waldorf-Astoria Hotel, New York, Palmer Hoyt, publisher of *The Denver Post* and chairman, planning committee, Brand Names Week, said last week.

The dinner will highlight a week (April 15-21) planned to promote brand name themes nationally under auspices of the Brand Names Foundation Inc. Manufacturers, media, retailers, advertising clubs, trade associations and Chambers of Commerce will work with the foundation to focus public attention on the benefits of brands and brand advertising. The foundation's eight annual Brand Name Retailer of the Year awards will be presented at the dinner.

Plough, Owner of Two Ams, Plans Merger With Two Firms

A MERGER of Plough Inc. (owner of WJJD Chicago and WMPS Memphis, Tenn.), the Musterole Co., and the E. W. Rose Co., all patent medicine producers, was approved by the boards of directors of the three firms and will be submitted for stockholder appproval within the next two months, Plough Inc., which will be the surviving company, has announced.

Plough, which markets Penetro cold products, St. Joseph aspirin, Nujol mineral oil, Mistol nose drops and mist, and a variety of other medical and beauty products, advertises in all major media, but a figure on its advertising budget was not available. Total Plough Inc. sales in 1955 were $21 million. The company estimates with its new lines it will increase sales by about $2 million per year.

Of its $575,000 1955 ad budget Musterole liniment spent $220,000 in radio and $192,000 in television. E. W. Rose Co., producer of Zemo liquid and salve for skin ailments, spent $10,000 of its $250,000 1955 advertising outlay in radio. It did not advertise in tv.

The combination of the three companies will represent total assets, exclusive of trade marks, brand names and good will, in excess of $14 million, Plough said.

Sinclair Sets Spot Campaign

SINCLAIR REFINING CO., New York, is launching a 36-state safe driving radio spot campaign, following a four-month test run in the New York area. The promotion, consisting of one 12-word message ("Driving Today? Remember to drive with care and buy Sinclair Power-X Gasoline."), is being placed through Morey, Humm & Johnstone Inc., New York, on a 52-week basis in markets served by Sinclair.

Manischewitz Expands Spots

MONARCH WINE Co. (Manischewitz wines), Brooklyn, has expanded its spot announcement schedules on about 200 radio and 125 television stations as part of its pre-holiday campaign for Kosher wines. Agency: Emil Mogul Co., N. Y.

ABC RADIO BRINGS FOUR INTO NETWORK

ENTRY OF FOUR new advertisers into network radio highlights new business on ABC Radio reported by George Comtois, national sales manager.

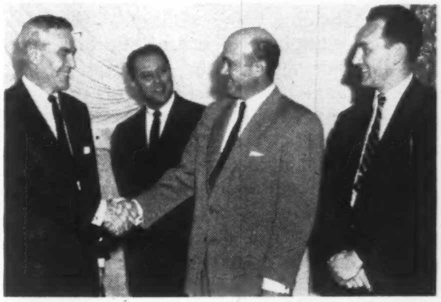
The advertisers: Cameo Curtains Inc., New York, which the network said previously confined its major advertising to tv; Renuzit Home Products Co. (dry cleaner and spot remover), Philadelphia; JelSert Co. (Aunt Wick's instant mixes and Fla-Vor-Aid), Chicago, and Rust Craft Publishers (greeting cards), Boston. Other purchases also were reported by ABC Radio, with most of the new buys—including the four new to network radio—involving *Breakfast Club*, which ABC Radio programs Mon.-Fri. at 9-10 a.m. EST.

Cameo, through Friend-Reiss Adv., New York, will sponsor three five-minute segments per week of the program, beginning March 26; Renuzit, through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will take two segments weekly, starting at various dates this month and in March; JelSert, through L. W. Ramsey Co., Chicago, will sponsor a segment weekly starting May 25, and Rust Craft, via Chambers & Wiswell, Boston, has signed for a five minute segment weekly, starting March 15, with an additional weekly segment starting May 24.

Also buying in *Breakfast Club:*

Park & Tilford of New York Inc., for Tintex, Mon., 9:15-9:20 a.m., beginning March 5 and Wed. 9:20-9:25 a.m., beginning March 28, through Emil Mogul Co., New York. (P&T is also buying into *Whispering Streets*, Tues., 10:50-10:55 a.m., beginning April 3; *My True Story*, Thurs., 10:15-10:20 a.m., starting March 8, and *When a Girl Marries*, Fri., 10:40-10:45 a.m., effective March 23.) Sleep-Eze Co., East Anaheim, Calif., this Thursday will being adding that day's 9:10-9:15 a.m. segment to its already sponsored Tues., 9:15-9:20 a.m. slot, through M. B. Scott Co., W. Hollywood, and the Dracket Co., Cincinnati, will renew its sponsorship of the Thurs., 9:35-9:40 a.m. segment, through Ralph H. Jones Co., Cincinnati.

Effective Feb. 2, the Foster-Milburn Co. (Doan's Pills), Buffalo, began a 52-week sponsorship of several unspecified participations in *When a Girl Marries* and *Whispering Streets*, through Street & Finney, New York.



GEORGE COMTOIS, ABC Radio national sales manager (l), and Bernard Rosenberg, president of Cameo Curtains, close deal for Cameo's sponsorship of the *Breakfast Club* on ABC Radio. Looking on are Lee Friend, principal of Friend, Reiss Adv., agency for Cameo (second, l) and Leslie Harris, ABC Radio account executive on Cameo account.

MAN ON A GRAY

THIS IS a penetrating, lucid, unrestrained analysis by an advertising agency executive—Charles Harrell (at right), supervisor of radio and tv production for Lennen & Newell—on manners and mores of Madison Ave. It was excerpted from a talk he made Feb. 3 at the opening session of the New York U.-Guild Films' forum series on Careers in Radio & Television (see story, page 46).

YOU HAVE to face the fact that television is basically ridiculous. In the first place we are confronted with the fact that there is a screen in all homes and that if we don't have it we are lost and if we have it we are often bored. But there it is. Big, big brother is not watching you, you are watching it. This is a fantastic notion.

Imagine being without a television screen. It is ridiculous to be without it; it is fantastic to be with it. It is the phenomenon of our age and our generation. It is so comprehensive and it is so appalling in the problems that it presents that it cannot really be evaluated as a here tonight or anywhere else within a few weeks, months or years.

What does it really mean? I am a man of 40. It means that I look at pictures in my home being transmitted from another area. It is so dreadful a thought—and I mean dreadful in its kindest sense—because it means that I am doing something that is precisely unique. You have never experienced this; you will never experience a like phenomenon again. We have had two great climaxes in our lives . . . the atom bomb and television. These are precise points, neither is measurable. We do not know the implications of the atom bomb . . . we do not know the implications of the hydrogen bomb . . . we do not know our fantastic capacity to destroy ourselves. But television is concrete. It is there. It is in your living room. The screen stares at you to the same degree that you stare at it. And stare at it you do. So, it is ridiculous. It sits there and you look at it an unconscionable number of hours every day. Idiots that you are you do it . . . and so do I and so does our country.

Now, staring at it you become our pigeon . . . our device. What do you do as people? You bathe, I hope often. You wash your hair, you brush your teeth, you buy clothing, you smoke cigarettes, you put on shoes, you do all of the mundane things that are necessary to keep you pleasurably alive. And it is my job to have you brush your teeth with my product, smoke my cigarette, wear my shoes, put on my hat, think my thoughts, if necessary. And how dangerous a position I have. It is terribly dangerous because if I were evil I could use the same device for non-constructive ends.

So you say to me, "How can you be such a louse?" and I say, "It's easy," because the basic position of the advertising man is: does my product do the job better than another product? I am engaged in doing commercials. Why? I believe in those commercials. You say to me, "Do you smoke Old Golds?" Oh, yes. Do I use Bromo-Seltzer? Oh, yes. Do I wash my hair with Lustre Cream Shampoo? Oh, yes.

Now you say, "Now come on, Harrell, this is the guy that's paying you the freight. Is it a good product?" And I have to think whether it is a good product or not and this is where the will to tell the delightful lie takes hold. You say, "I don't know whether it is better than any other product, but I do know its virtues." And you cling to those.

What is it that makes a Gillette Blade better than Pal or Gem or another blade? Maxon does. Why is this a better blade? Because they think in positive terms about a positive thing, and the positive thing is this single razor blade. You do not lie about it. You say that it is super honed. You say that it is sharpened in such a way. You say that it will last so long, that the price is so attractive. This is what every advertising man does.

I've been engaged for the last two years in merchandising, on television, the merits of a beer. I happen to think that this beer is a very good one, and one month ago they told us that they thought that we didn't tell their story too well and they deserted us. Now, whether or not we lied I think can be answered in the simple fact that we are interested only in telling the truth about a product. And, this is the kind of intellectual gymnastics that an advertising man does. You concentrate on the virtues of your product. Sure, you can do all sorts of philosophical thinking about other products and eventual aims, what it may be. But we are practitioners . . . we are professionals . . . and we are hired and paid to merchandise the merits . . . the merits of a product. And I think this is rather good. I don't think it is bad because it is through such activity that we do make progress—whatever that may mean—but we do make progress in the accepted sense in the improvement of the ease of living.

EVOLUTION OF A SMOKER

I think I can demonstrate it in rather commonplace ways. No one ever heard of a filter cigarette 20 years ago. We all smoke cigarettes. I remember as a boy I used to smoke 111's. I'd steal them from the drug store in Murick, Mo. Then finally when I got caught I used to go around and borrow dimes to buy a 111 cigarette. This was its name. And, I can remember it now with the Indian head on it. I don't think it was good that I should smoke at 7 but 7 it was that I started to smoke. I don't think it's particularly good that a person smokes at all, but smoke we do.

So, as the years progressed and I went to high school, I learned all at once that there were other tobaccos with greater virtues. There were Lucky Strikes, Camels, Chesterfields, and I switched over to a particular brand. Lucky Strike it was at the time. This is the cigarette I remember particularly because I learned to inhale with that one. It was considered a big thing if you could inhale before you were a sophomore in high school. And I did. There were other things that were considered important, too, but I can't discuss them now.

So I learned to smoke a Lucky Strike. Then I switched to Camels, and I smoked Camels for a number of years. Then I switched to Old Golds, which is a product I represent now.

FLANNEL COUCH

I switched actually before I went to work for them, by accident.

We are not concerned as advertising men with the basic values, and I mean this in the real sense, the basic values of human endeavor. But, we are concerned with the basic values of the products which we represent. Where the degree begins and ends I don't know. But there it is and we are confronted with the realities that I have smoked seven different brands of cigarettes since the time I started smoking and I am now engaged in telling you about the merits of one particular brand. Smoke I probably shouldn't but smoke I do. And since I do and the product is there, it must be sold if it is to be manufactured and since it is being manufactured it is my job to sell it . . . and it is just that simple.

Now, where do you draw the line? Do you draw the line at moral values, political values, social values? Not at all. I happen to be by political persuasion a left-wing New Deal Democrat. And I have made a great amount of money from the National Assn. of Manufacturers and I did all of the broadcasts of Dewey for President—and contributed the money to the radio fund for FDR.

Does it mean that I don't do my job well? Not at all. I think I sold Tom Dewey better than he sold himself at the time that I did the broadcasts. Was I a liar? Not at all. I did a helluva job with him. Did I agree with him? Not at all. Now, I could never bring myself to vote for anyone who is not a Democrat. This is my personal political persuasion. But I am open to take over the Eisenhower campaign should he accede to run. And I think I could do a helluva job for him, better than the other hucksters have done.

I am a professional salesman. And this is the thing you must remember is the guts of television as it now stands today. Sure, the programs stink. There are some of them that are dreadful and there are some of them that are deliriously delightful. But there they are solely as instruments of salesmanship. I will reject the job only when the product is evil. And, being a left-wing New Deal Democrat, the product of Dewey for President is not evil in my opinion.

So, this is where you draw the line of compromise. And, this is where you say, "I am a pro. I will sell the virtues of my product and I will avoid mentioning the more distinguished shortcomings of the product." This is what we do. It is a very complicated persuasive thing that we do to ourselves. It's rewarding in money, except that all of us who make so much money are continuously in debt. But, it is rewarding in its kind of excitement.

A television program's basic premise is simple. It is to create an atmosphere in which you will look at what we have to sell. This is foolish in many instances and foolishly exhibited by advertisers. It is like trying to sell a cigarette in a church. You don't do it. It's the wrong area. So, first of all there must be the marriage of program and product. One of the happiest marriages of program and product I know is the Gillette product and the fights that appeal to men, the capturing the audience for a particular product.

I can give you a brilliant example of the *$64,000 Question*. Most popular program on the air today selling Futurama. And this lovely Barbara Britton says, "Ah, Futurama." I still don't know what Futurama is. I think it has something to do with a cream or whatever it is, but I don't see the marriage of program and product here. Now you say, "Well, if you're so smart why are they emptying the stores?" And this is what they're doing. But in the long run . . . the long haul . . . my professional opinion will have to stand up there.

Now, this comes down to very basic things. Children's programs sell products that children want to have purchased or will purchase. Programs that appeal to women should sell products that women do purchase. In the beer business, for example, we know that 60% of all the beer in the U. S. is bought by women. We know that only 25% of the total beer business comes across a bar—that it comes out of the grocery store. We know that the male, however, determines the brand. He says, "Gertrude, buy me a case of . . ." and names the brand.

What do you do? The woman buys the product, but you sell the male. You have to.

Now, these are all fundamental rules that every beer company knows. It isn't confined to any one, all the research is the same, it tells the same story up and down the line, but still you will find beer companies buying programs that drop off large areas of their audience because they're entranced with the conception of the program, personally pleased with the method in which it will be done, they obviate everything that has been done.

THE AIRY FAIRY PITCH

This our basic problem, that having bought the program, having sold the program to the client, how now do we sell the product? How often have you seen on television a realistic, tight-knit, really blatantly efficiently realistic show come on with a fantastic airy fairy kind of commercial that didn't mean a thing . . . it had no relationship to the program at all. All it wanted to do was say, "Oh, you liked it. Now you're going to buy our product." It was ridiculous. It happens all the time.

I'm particularly amused by one product that having bought a program that appeals only to men then sells the program to women. I've seen this happen before. I've seen a program involving a nail polish, not Revlon, which bought the fights locally in Providence. Why, I don't know. But here's a guy beating the daylights out of a guy on his nose, you know, and you see him down and the guy is saying, "nine . . . ten" and you fade . . . you go to black and you come up on a guy, "Girls have you ever seen what can happen to a lady" . . . you know. This is ridiculous, but it does happen.

The advertising business is fantastically large. It involves not millions of dollars, it involves billions. The errors are colossal. The meat-heads are innumerable . . . I am one of them. I am only trying to be less of a meat-head than my employers and this is a part of my job.

FIVE-CITY BLITZ STARTED BY DODGE

AS PART of its "heaviest" advertising campaign ever undertaken in five metropolitan areas, the Dodge Div., Chrysler Corp., last Saturday launched an extensive six-week radio-tv spot announcement effort in New York, Philadelphia, Baltimore, Washington and Chicago. The agency is Grant Adv., New York.

Details of the campaign were outlined in New York last Wednesday by J. W. Minor, Dodge sales manager, who also is in charge of advertising and merchandising. Called the "Sell-A-Thon," the promotion also will utilize newspapers and direct mail in an effort to double the normal volume of Dodge car sales for the six-week period.

Though Mr. Minor said he could not pinpoint the total cost of the campaign nor provide a breakdown of radio and television participation, he said that some 25 stations would be used in the New York area in support of dealers in New York City, northern New Jersey, Long Island and southern Connecticut. The television participation, he said, will be in the form of local cut-ins on three Dodge sponsored television shows over ABC-TV—*Lawrence Welk Show, Make Room for Daddy,* and *Break The Bank.* Heavy schedules of radio spot announcements also will be used in the four other markets, Mr. Minor said.

The company also has set a "Sell-A-Thon" celebration to be held at Madison Square Garden on March 26, which will be attended by Bert Parks, quizmaster of *Break The Bank;* Danny Thomas of *Make Room For Daddy,* and Mr. Welk. Similar events are being planned for the Philadelphia and Chicago areas, according to Mr. Minor. Tickets for the "Sell-A-Thon" show are available through Dodge dealers.

Mr. Minor said that if the six-week advertising and sales campaign proves successful, Dodge plans to repeat the effort shortly thereafter.

Kelly Advertising Manager Of Philco Radio, Tv Divs.

JOHN E. KELLY has been named advertising manager of the Radio and Television Divs., of the Philco Corp., it was announced last week by Raymond B. George, Philco vice president in charge of merchandising.

Mr. Kelly, with Philco for seven years, was advertising and sales promotion manager for Philco Distributors Inc. in Los Angeles prior to his new appointment.

MR. KELLY

'We Goofed,' Tyler Explains In 'Clooney' Promotion Hints

USE of the term "minimum acceptable" merchandising support by Guild, Bascom & Bonfigli, San Francisco agency, in a station letter covering the Foremost Dairies *Rosemary Clooney* tv program [B•T, Feb. 6] was misleading, according to a Feb. 3 letter sent stations by Richard F. Tyler, media director.

"We goofed," Mr. Tyler wrote. "Somehow in the business of sending you our Jan. 27 letter about the *Rosemary Clooney* show, we managed to suggest that there would be 'minimum acceptable' merchandising support expected from the stations.

"Not so. We are, of course, anxious to have the fullest merchandising cooperation of the stations airing our client's show. The check list was prepared with the cooperation of a number of stations now carrying our programs, and we didn't mean that it was necessary to offer service on all 10 items on the check list.

"Our thought was that we'd be best able to work with the promotion if we knew what types of merchandising each station would provide. Our intention was not to suggest, as a couple of our friends pointed out, that merchandising would *determine* station selection. We all know the value of the time spot is the most important thing.

"We've been gratified at the large number of stations which have responded quickly with fine promotion plans. We hope that you'll all forgive our little goof and that you'll let us have your response as soon as possible, if you haven't done so already."

Census Bureau Reports Retail Sales Summary

A SUMMARY of 1954 retail sales for the United States, broken down by states and regions, has been published by the U. S. Census Bureau. State-county-city preliminary reports have been coming out since last autumn, giving data by major retail lines.

The bureau has completed similar reports covering wholesale trade for two-thirds of the states, counties and cities. A new series of state-county-city breakdowns covering selected services has started to flow from the bureau, with three states already covered. Starting this week, these releases will come out at the rate of four to six a week.

In mid-March the bureau will start releasing final reports covering retail, wholesale and selected services for states and counties as well as cities with over 2,500 population. State-county-city breakdowns will show sales in 80 types of retail business, 120 types of wholesale merchandising and 100 kinds of services. These series will be concluded in July or August.

A few reports from the separate 1954 manufacturers' census have been released, including a summary of the cigarette industry. These figures are preliminary. The manufacturing data will appear in two forms—industrywide figures and state-county-city area breakdowns.

Census reports are available at the bureau's 33 field offices and at the Bureau of Census headquarters, Washington 25, D. C.

Shaler Plans Network Tv

SHALER Co., Waupun, Wis., has announced plans for a $1 million advertising campaign, including use of network television, to promote the sale of Rislone (oil alloy). No estimate on expenditures from broadcast and printed media were available, but Shaler will become a participating sponsor of Steve Allen's *Tonight* on NBC-TV starting Feb. 23. Account is handled by Walker B. Sheriff Inc., Chicago.

Gemex Campaign on 'Tonight'

GEMEX CORP. (watchbands), Union, N. J., announced last week it will use NBC-TV's *Tonight* to launch the company's "most ambitious" advertising campaign in its 35-year history. Through Fairfax Inc., New York, Gemex will invest about $90,000 gross for 13 participations on *Tonight* on a once-a-week basis, starting in late February.

COLORCASTING

Advance Schedule Of Network Color Shows (All times EST)

CBS-TV

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* "Golden Records," Chrysler Corp. through McCann-Erickson.

Feb. 18 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthraff & Ryan (also Feb. 25, March 3, 10, 17, 24, 31).

Feb. 21 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

NBC-TV

Feb. 13-17 (3-4 p.m.) *Matinee,* participating sponsors (also Feb. 23-24, 27-March 2, 5-9, 12-16).

Feb. 13-17 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Feb. 20-24, 27-March 2, 5-9, 12-16).

Feb. 19 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Feb. 21 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre,* "Terror at My Heels," Armstrong Cork Co. through BBDO.

Feb. 26 (4-5 p.m.) "The Third World," sustaining.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular,* "Panorama" participating sponsors.

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

Ted Bates Names V.P.'s

ROBERT S. CONGDON and George A. Huhn, Ted Bates & Co., New York, last week were elected vice presidents of the agency and Farrell Gilmore and Stanley De Nisco were named assistant vice presidents. Mr. Congdon, former vice president with the now defunct Ward Wheelock Inc., Philadelphia, joined Bates last year. Mr. Huhn, prior to joining Bates in 1954, was a vice president at Ruthrauff & Ryan Inc., New York.

In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

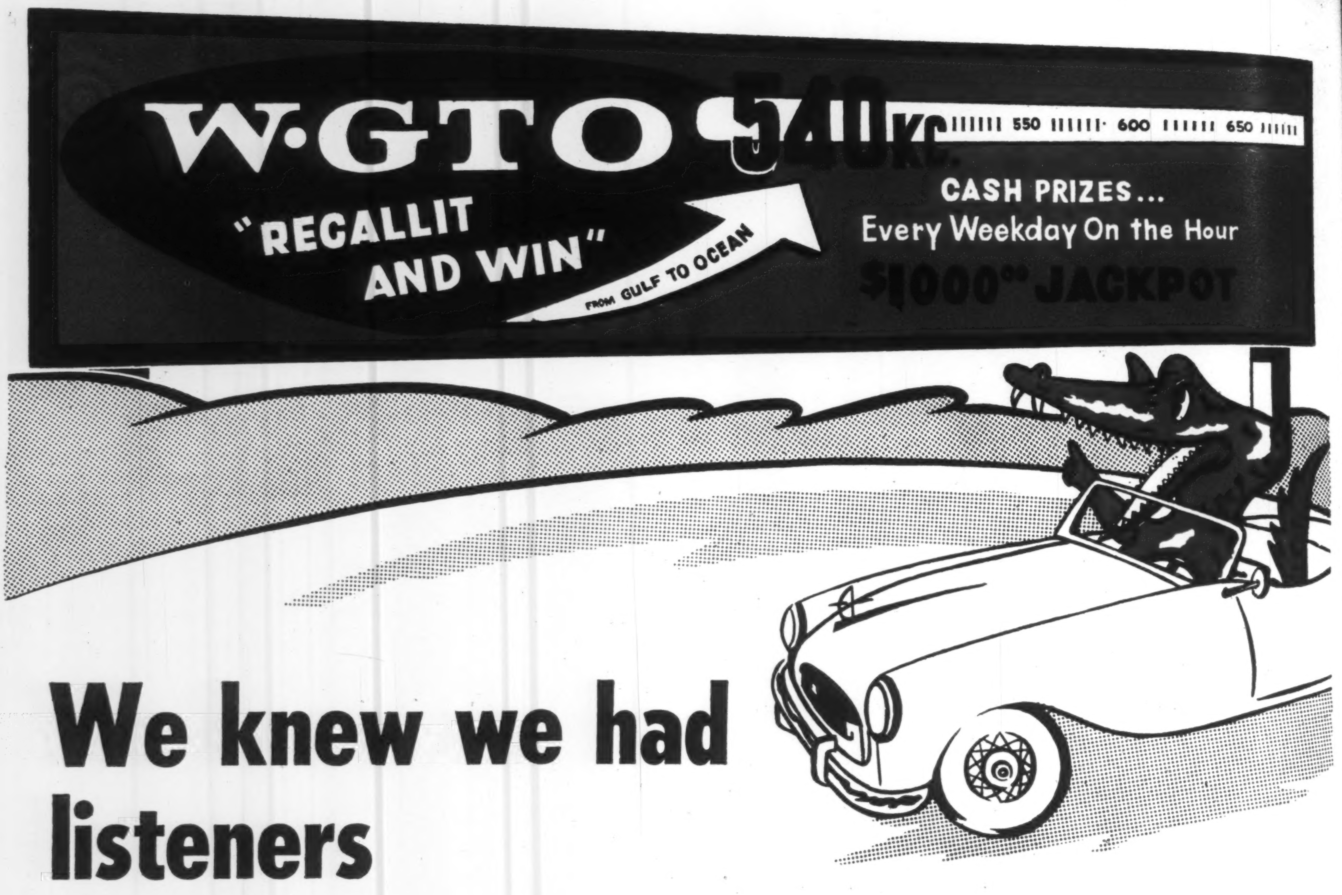
1. Basic NBC-TV Network
2. Maximum power—316 K.W.
3. Maximum tower height—1049 ft. above sea level 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market.
4. 415,835 TV families in coverage area
5. Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President

Irvin G. Abeloff, Vice President


W·GTO 540 KC.
550 600 650
"RECALLIT AND WIN"
FROM GULF TO OCEAN
CASH PRIZES...
Every Weekday On the Hour
$1000.00 JACKPOT

We knew we had listeners

but we had no idea that PRACTICALLY EVERYONE IN W.GTO-LAND

LISTENS TO...

W.GTO — 10,000 WATTS — 540 KILOCYCLES Once an hour — on the hour — six days a week — W.GTO listeners hear a name announced — their name or perhaps a friend or a neighbor! That lucky person has 60 minutes to call W.GTO — RECALL a tune and WIN!

The response stands at a staggering 78% — incredible when we realize that only one name out of the approximately one and a half million names in the area is called out every hour, and that person has only 60 minutes to answer the call!

Typical comment made by a recent winner, "I've had trouble calling you back since you announced my name because people kept calling me telling me my name had been called out!" Listener penetration? YOU BET! And participations on this wildfire once-an-hour feature are available.

1½ BILLION $ MARKET

Floridians — PLUS — 5,000,000 winter vacationers with places to go and money to spend! Do they spend? A billion and a half dollars a year!

W·GTO

10,000 WATTS 540 KILOCYCLES

- **TAMPA and Hillsborough Co.** $321,214,000.00 Retail Sales
- **ST. PETERSBURG & Pinellas Co.** $286,731,000.00 Retail Sales
- **ORLANDO and Orange Co.** $213,294,000.00 Retail Sales
- **PLUS Retail Sales in 30 other W.GTO Land** — $773,310,000.00

JACKSONVILLE
GAINESVILLE
ST. PETERSBURG
FORT PIERCE
WEST PALM BEACH
FORT MYERS
MIAMI

W.GTO Haines City, Florida Eugene D. Hill, Gen. Mgr. Phone 6-2621
Owned and operated by KWK, St. Louis, Missouri
Represented by Weed & Company

Firm Established in New York To Aid Out-of-City Agencies

FORMATION of Agency Representatives Inc., New York, to supervise New York broadcast of tv commercials for accounts represented by out-of-town advertising agencies, was announced last week.

Signing of Clinton E. Frank Inc., Chicago, as its first agency account was reported. The new firm said it will supervise for Frank the commercials on the Arthur Godfrey *Talent Scouts* and *Friends* shows, the *Perry Como* and *Gary Moore* shows and *Valiant Lady*.

Agency Representatives was formed by Lee Javis, formerly of ABC; Jack Miller of Keeshan-Miller enterprises and Marvin Josephson, formerly of CBS' legal staff and now head of Broadcast Management Inc. The company, with offices at 113 W. 57th St., New York, will supervise and check the broadcasting of filmed commercials as well as perform "on the spot" representation of agencies for live commercials, and will coordinate production activities on client commercials filmed in New York.

Fielden Added to Name Of Miami Adv. Agency

BISHOPRIC/GREEN & Assoc., Miami advertising agency, changed its name to Bishopric/Green/Fielden Inc., effective Feb. 2, according to President Karl Bishopric. The new principal, W. Arthur Fielden, has been with the agency since 1952 and is a vice president-director.

Norman Swetman, with the agency since 1953, has succeeded Mr. Fielden as radio-tv director. Space Buyer Natalie Guerra was appointed media director at the same time.

Originally known as Houck & Co. of Florida Inc., the agency has serviced clients in Miami since 1946. The firm has clients in 16 Florida cities.

Grant Adv. Names Cather V. P.

APPOINTMENT of Myers B. Cather as vice president of Grant Adv. Inc. was announced Wednesday by Lawrence R. McIntosh, executive vice president and manager of the agency's Detroit office. Mr. Cather, formerly vice president and co-owner of McHugh-Cather Adv. Agency Inc., Los Angeles, will be account executive in Detroit.

SPOT NEW BUSINESS

Studebaker-Packard, through Ruthrauff & Ryan, N. Y., adding about 10 markets for five-week radio spot announcement campaign appealing to male audience.

Casco Product Corp. (Perfection heating pads), Bridgeport, Conn., through Dowd, Redfield & Johnstone, N. Y., buying television spot announcement campaign for one week only in about 30 markets. Effective date not yet specified but probably will be this month.

Charbonneau Packing Corp. (Tree Top apple juice, cider), Selah, Wash., starting tv schedules on daytime shows in L. A. and Seattle. Agency: Miller, Mackay, Hoeck & Hartung, Seattle.

The Merchants' Assn. at Princeton Shopping Center, Princeton, N. J., is taping weekly show, *Princeton Kaffee Klatsch,* for rebroadcast on WTTM Trenton, N. J., and WCTC New Brunswick, N. J. Audience show, carrying merchant spots, takes place at Sun Ray Drug Store of center. Fulweier & Slaughter, N. Y., is agency for center.

NETWORK BUSINESS

Mary Ellen's Distributors (jams, jellies) renewing contract with CBS Radio covering 11 Western states for *Harry Babbitt* program.

Parker Brothers Inc. (games), Salem, Mass., has launched a two-month spot schedule on NBC-TV's *Today* and CBS-TV's *Morning Show* for new parlor "Game of Politics." Campaign, scheduled to end the last week in March, ties in with 1956 election interest. Agency: Badger, Browning & Parcher Inc., Boston.

The Borden Co., N. Y., has renewed NBC-TV's *Date With Life* (Mon.-Fri., 4 p.m. EST) effective April 2, and NBC-TV's *The People's Choice* (Thurs., 9-9:30 p.m. EST) starring Jackie Cooper, starting April 5. Agency is Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

General Ice Cream Corp. (Sealtest ice cream, dairy products), N. Y., to Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., effective March 1.

Zion Industries Inc. (fig bars, cookies), Zion, Ill., appoints Olian & Bronner Inc., Chicago. Tv will be used in selected markets.

Milko Candy Co., Chicago, names Bozell & Jacobs Inc., that city, for new Caranuts candy-coated popcorn.

Kiebhaefer Corp. (outboard motors), Fond du Lac, Wis., appoints McCann-Erickson Inc., Chicago office, advertising and public relations counsel.

Forstmann Woolen Co., Passaic, N. J., appoints BBDO, N. Y., for women's wear fabrics, and men's and women's knitwear effective Feb. 15. Agency also will handle men's wear fabrics effective April 1.

Revlon Inc., pharmacal division (medicated Silicare lotion), N. Y., appoints Dowd, Redfield & Johnstone, N. Y., effective Feb. 8. Agency also will handle two new products to be marketed shortly.

Bulova Watch Co. of Canada, Toronto, Ont., placing its tv advertising through McCann-Erickson, that city, effective April 27. MacLaren Adv. Co., Toronto, which has had account for past quarter-century, continues to handle radio and other Bulova advertising. *Bulova Show Time,* half-hour film program, starts on Canadian television stations late in March.

Aitchison Labs (proprietaries), Philadelphia, appoints Roy S. Durstine Inc., N. Y.

S&W Fine Foods, S. F., names Honig-Cooper Co., that city, effective May 1.

Milko Candy Co., Chicago, appoints Bozell & Jacobs Inc., same city.

Chicago Chevrolet Dealers Assn. appoints Clinton E. Frank Inc., Chicago, for combined dealer group advertising.

Comstock Foods Inc. (pie mixes, apple sauce), Newark, N. J., appoints Bryan Houston Inc., N. Y., effective immediately. Account was formerly serviced by Leo Burnett Inc., Chicago.

Simoniz Co. Commercial Div. (cleaners, polishes), Chicago, appoints The Buchen Co., same city.

Lombardo Wine Co., Chicago, names Walker B. Sheriff Inc., Chicago.

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Jan. 7, 1956

Nielsen-Total in-Home Audience

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(655)
1.	Dragnet (NBC)	1,732
2.	You Bet Your Life (NBC)	1,685
3.	Great Gildersleeve (NBC)	1,591
4.	Edgar Bergen-Zenith (CBS)	1,451
5.	Our Miss Brooks (CBS)	1,404
6.	Edgar Bergen-CBS Columbia (CBS)	1,357
7.	Two for the Money (CBS)	1,357
8.	Gunsmoke (CBS)	1,357
9.	News & Gene Autry (CBS)	1,310
10.	Edgar Bergen-P. Morris (CBS)	1,217
Evening, Multi-Weekly (Average for all Programs)		(796)
1.	News of the World (NBC)	1,591
2.	One Man's Family (NBC)	1,591
3.	Lowell Thomas (CBS)	1,544
Weekday (Average for all Programs)		(1,404)
1.	Rose Bowl Football Game (NBC)	3,463
2.	A. Godfrey-Minn. Min.-Fri. (CBS)	2,246
3.	Pro Football Champ. Game (NBC)	2,246
4.	Arthur Godfrey-Kellogg (CBS)	2,200
5.	A. Godfrey-Staley-11:00 (CBS)	2,153
6.	Young Dr. Malone-T. & Th. (CBS)	2,106
7.	A. Godfrey-Minn. Min.-Tues (CBS)	2,012
8.	This Is Nora Drake-B. Myer (CBS)	2,012
9.	Guiding Light (CBS)	2,012
10.	A. Godfrey-L. Howe-10:00 (CBS)	1,966
Day, Sunday (Average for all Programs)		(468)
1.	Woolworth Hour (CBS)	983
2.	Galen Drake-Sun. 8:55 (CBS)	842
3.	Robert Trout-News-10:00 (CBS)	702
Day, Saturday (Average for all Programs)		(842)
1.	Gunsmoke (CBS)	1,685
2.	Robert Q. Lewis-Milner (CBS)	1,591
3.	Galen Drake-Sat. 10:05 (CBS)	1,544

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Calif. Long White Potato Advisory Board, L. A., reappoints The McCarty Co., that city, for 1956 advertising and sales promotion. McCarty has had account since board's inception two years ago. Program for 1956 has been expanded to national scope and plans include radio.

Michigan Bank, Detroit, names Zimmer, Keller & Calvert Inc., Detroit.

William Casual Furniture Co., Oak Park, Ill., appoints Rudio Productions, Chicago.

Gold Bell Gift Stamps Cooperative Inc. (trading stamps), Detroit, names Simons-Michelson Co., Detroit.

A&A PEOPLE

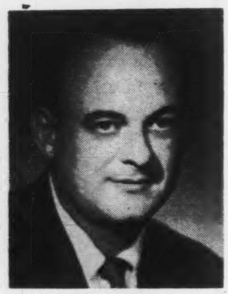
MR. BYRUM

Jack C. Byrum, assistant account supervisor in charge of national advertising, Biow-Beirn-Toigo, N. Y., (now Biow Co.) to Kenyon & Eckhardt, N. Y., as vice president and senior account executive for field operations.

Edgar R. Emery, copy chief, John C. Dowd Inc., Boston agency, appointed vice president and account executive in food and beverage division. **Gerald D. Roscoe** also appointed vice president.

Gerald F. Selinger, vice president, Lee Ramsdell & Co., Philadelphia, appointed to new position of executive vice president.

William W. Cook, for six years account executive WMBR - TV Jacksonville, Fla., to Hugh Dennis & Assoc., Jacksonville agency, as vice president.



MR. COOK

Richard C. Christian, secretary and research director, Marsteller, Richard, Gebhardt & Reed Inc., Chicago, promoted to executive vice president and general manager of agency's Chicago office.

Lynn Bickett, formerly executive vice president-manager, KLIK Jefferson City, Mo., named manager of Jefferson City office of Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., succeeding **Richard A. Hall,** named account activities supervisor for agency's three offices in Peoria, Jefferson City and Minneapolis.

Arch MacDonald, vice president and creative director, John W. Shaw Adv. Inc., Chicago, to Campbell-Mithun Inc., same city, in similar creative capacity.

William F. Stalker, sales promotional manager-public relations director, and **Fred Grossman,** grocery buyer, Century Food Markets Co., Youngstown, Ohio, resigned to form advertising-promotional agency. New firm, Stalker-Grossman Adv. Agency is in room 218, Pick Ohio Hotel, Youngstown.

Kenneth S. Loring, director of product analysis, Ross Roy Inc., Detroit, elected vice president of agency. He has been with Ross Roy since 1938. In addition to product analysis duties, Mr. Loring will also head special projects department for Detroit and Windsor clients.

MR. LORING

John Riedell, chief accountant and office manager, Morse International Inc., N. Y., elected comptroller-treasurer.

Elmer D. Free, formerly operator of Free agency in Baltimore, to Joseph Katz Co., that city, in charge of new business.

Alfred N. Miller, head of his own agency, has disbanded organization to take charge of all advertising activities of Jacques Kreisler Mfg. Corp. (watchbands), N. Bergen, N. J.

Jack Doran, director of advertising and sales promotion, Simoniz Co., Chicago, resigning.

Robert J. Hooper, assistant to senior vice president and production director, Lennen & Newell Inc., N. Y., to Geyer Adv., N. Y., as assistant account executive.

William J. Lyons, assistant to vice president, radio-tv department, Bozell & Jacobs, N. Y., to Dowd, Redfield & Johnstone, N. Y., as director of radio-tv production.

W. B. Kroske, radio and tv timebuyer, Pittsburgh radio and tv department of Ketchum, MacLeod & Grove Inc., Pittsburgh and N. Y., promoted to producer.

OFFICIAL ABSORBS TWO 4-STAR COMPANIES

Four Star Productions and Four Star Television Inc. acquired under contract. Four Star Films Inc., production company, is not involved in negotiations.

ACQUISITION by Official Films Inc., New York, of the assets of Four Star Productions and Four Star Television Inc., both Hollywood, was announced last week by Harold L. Hackett, president of Official, and William A. Cruikshank Jr., president of Four Star Productions.

The move was accomplished by the transfer of the stock of the two Hollywood companies for 695,000 shares of Official Films stock, worth about $1.5 million on the market. It was stressed that Official does not acquire Four Star Films Inc., a company that produces *Four Star Playhouse, Du Pont Cavalcade Theatre* and *Stage 7.*

Under the contract terms, Official acquires 192 television films consisting of 129 *Four Star Playhouse* programs, 39 *The Star and The Story* programs, 24 *Stage 7* programs and a 25% profit participation in *Sheena, Queen of The Jungle,* which is not produced by Four Star Films Inc., but by Don Sharpe and the Nassour Bros. and is distributed by ABC Film Syndication. Official also obtains all national and films, syndication sales rights on *Du Pont's Cavalcade Theatre,* and all tv rights to the W. Somerset Maugham literary properties.

The trio of Four Star companies is owned by Dick Powell, Charles Boyer, David Niven and Ida Lupino. Four Star Productions Inc. and Four Star Television Inc. are predecessor companies to Four Star Films Inc., which was established earlier this year as a tv film production company. Official, therefore, does not acquire an operating production company out of the transaction, as Four Star Films Inc. will remain intact and produce such filmed series as *Four Star Playhouse, Du Pont Cavalcade Theatre* and *Stage 7.* The latter company will continue to operate independently.

Television Programs of America, which owns 50% of *Stage 7,* retains distribution rights to part of that series.

The transaction is subject to the approval of Official stockholders, who will consider the proposal in early March.

Public Service Division Established by Guild Films

ESTABLISHMENT by Guild Films Co., New York, of a public service division to handle the distribution of its tv film program series for private, non-television screening was announced last week by Reub Kaufman, Guild Films president.

The new department, which will be headed by Curtis Kaufman, director of client relations, initially will make available for private showings such Guild films as *Confidential File, Florian ZaBach* and *It's Fun to Reduce.* It is planned to add other programs to the list at a later date. Guild Films will remove all commercials and commercial lead-ins, Mr. Kaufman said, and the only charge to groups will be for handling expenses.

The department was established, Mr. Kaufman said, because of "a flood of unsolicited requests" from various organizations for episodes of *Confidential File.* He added that requests also had been received from schools for *Florian ZaBach.*

WILLIAM A. CRUIKSHANK (l), president of Four Star Productions, and Harold L. Hackett, president of Official Films, sign the transfer contract.

Cities Service Buys 'X' On Multi-Market Basis

SIGNING of Cities Service Oil Co., New York, to sponsor Ziv Television Programs' *Man Called X* series on a multi-market basis was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv. Total sales on the series now stand at 137.

Cities Service markets definitely set, Mr. Rifkin said, are Washington and Baltimore, where the oil company will assume co-sponsorship with Plymouth autos and National Brewing Co., respectively. He added that time periods in other eastern cities currently are being cleared by Ellington & Co., New York, Cities Service agency, for Cities Service sponsorship of *X.*

Movies U. S. A. Joins Sterling

CONSOLIDATION of Industrial Film Div. of Sterling Television Co., New York, with Movies, U. S. A., New York, has been announced by Saul J. Turrell, Sterling president. The new division will be called Sterling-Movies U. S. A., and will be headed by Charles Dolan.

Under the agreement, Sophie Hohne, founder and director of Movies, U. S. A., will join the new division and will direct activities of both non-theatrical and television distribution of films. Movies, U. S. A. was organized by Miss Hohne in 1950 as a distribution company for films of industrial, commercial and travel organizations.

Moore, Jacobson Join RKO

RKO RADIO PICTURES announced last week that two television executives, Don Moore and Benn Jacobson, will join the motion picture firm as head of the eastern story department and eastern casting and talent representative, respectively.

Mr. Moore, for the past three years manager of the story and script department, CBS-TV, New York, will join RKO March 1, and Mr. Jacobson, who formerly operated his own tv and theatrical agency in Miami Beach, Fla., assumes his new duties today (Monday).

VISION
in the carolinas

Pioneer of television in the Carolinas, Top-Power WBTV has reached new heights in serving an ever-growing coverage area of more than 500,000 families.

Jefferson Standard vision recently saw completion of a $1½ Million facility. Operating from these kingsize facilities, WBTV originated a "local live" program in full color on New Year's Eve, becoming the first station in the Southeast to be completely equipped for color telecasting.

Years of leadership has projected this vision into programming, engineering, promotion, merchandising, and research. The vast Carolina television market has been cultivated by such vision resulting in more sales for advertisers!

Advertisers with vision rate WBTV the finest in the Carolinas for "cost per thousand" and immediate sales results. The whole story of "Vision in the Carolinas" can be yours by calling: CBS Television Spot Sales or WBTV.

WBTV
CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY
"VISION IN THE CAROLINAS"

WELCOME PHILADELPHIA! WELCOME BUFFALO!

The family of NBC Owned Stations now includes WRCV-TV, Channel 3 (formerly WPTZ), and WRCV, 1060 kc. (formerly KYW), in Philadelphia and WBUF-TV, Channel 17, in Buffalo.

NBC's parent company, the Radio Corporation of America, has been closely associated with the Philadelphia-Camden area for over a quarter of a century. We are happy to have this new opportunity to be of neighborly service to our friends in this market, with the finest Radio and Television entertainment on WRCV and WRCV-TV. These new call letters stand for RCA Victor.

NEW YORK
WRCA–WRCA-TV
CHICAGO
WMAQ–WNBQ
LOS ANGELES
KRCA

Welcome to the family!

In Buffalo, NBC will place its full resources behind WBUF-TV to make it one of the nation's great stations. WBUF-TV will carry the finest in local programming and, next August, the full roster of great NBC Television Network shows. Only on Channel 17 will Buffalo-Niagara Frontier area families see the trail-blazing NBC Spectaculars and the NBC Opera Theatre, the top sports events, the brightest drama, the funniest comedy.

NBC proudly welcomes WRCV, WRCV-TV and WBUF-TV to the family.

NBC OWNED STATIONS *represented by NBC Spot Sales*

SA FRANCISCO
KNBC
WASHINGTON
WRC–WRC-TV
PHILADELPHIA
WRCV–WRCV-TV
BUFFALO
WBUF-TV

JOAN DAVIS

CLOWN QUEEN OF TV

"I MARRIED JOAN"

co-starring
JIM
(Mr. Magoo)
BACKUS

You can tell a girl by the company she keeps... and for the past two years Joan kept one of the nation's biggest companies dizzy with sales. We've just pried her off the network to make I MARRIED JOAN available to regional and local advertisers. No other syndicated film series goes to work for you so unquestionably pre-sold. When you attach your product message to Joan Davis in I MARRIED JOAN, you hold the attention of all age groups, all economic levels, all the time.

98 HALF HOURS
The happiest, high-rated network show...now tv's smash hit syndicated series.

Interstate
TELEVISION CORPORATION

NEW YORK	CHICAGO	HOLLYWOOD
445 Park Ave. MUrray Hill 8-2545	1250 S. Wabash WAbash 2-7937	4376 Sunset Drive NOrmandy 2-9181

FLAMINGO ACQUIRES EROS FILM RIGHTS

Large British company to provide 26 new features a year for Flamingo for initial distribution to tv and subsequently for theatre use.

COOPERATIVE arrangement completed last week by Flamingo Films, New York, and Eros Films, London, is designed to provide U. S. television stations with a continuous supply of 26 new feature films a year, it was reported last week by Sy Weintraub, executive vice president of Flamingo.

Under terms of a contract signed last Monday by Joseph Harris, Flamingo president, and Michael Hyams, representing Eros Films, the companies will establish a $4 million fund for the production of feature films at the rate of 26 a year for distribution initially to tv and subsequently to theatres. Flamingo also acquires distribution rights for television and theatres in the Western Hemisphere to all upcoming Eros feature films.

More immediately, according to Mr. Weintraub, Flamingo will obtain more than 100 feature films made by Eros within the past two years for syndication to stations and advertisers. One sale device to be used by Flamingo, Mr. Weintraub said, is to offer stations buying the package of more than 100 films the first refusal rights on the upcoming feature films.

The new films will feature American talent and will utilize the services of American writers, producers and directors. Mr. Weintraub said. He voiced the belief that this move by Flamingo is the first one to make available to stations a continuous flow of new feature film product.

Mr. Weintraub pointed out that the new film will be "exposed" initially on tv in the U. S. and released theatrically abroad. Flamingo will set up a theatrical distribution unit to service the U. S. and the rest of the Western Hemisphere. He estimated that 18 new feature films will be ready by the end of this year.

Eros Film is considered one of the larger British film production companies. Co-owners are Sidney and Philip Hyams.

The package of more than 100 films Flamingo has acquired contains many British suspense films, featuring such personalities as Michael Wilding, Michael Redgrave, Valerie Hobson, James Mason, John Mills, and Margaret Rutherford.

Harris Directs TPA Adv.

APPOINTMENT of Elihu E. Harris as director of advertising for Television Programs of America, New York, was announced last week by Milton A. Gordon, TPA president. Mr. Gordon said that Peter Wanphir Adv., New York, will continue to serve as TPA's advertising agency. Mr. Harris served most recently as director of advertising and promotion for Screen Gems Inc. He had been head of promotion and public relations for the savings bond division of the U. S. Treasury for seven years.

MCA-TV Opens in Milwaukee

MCA-TV LTD., announced Thursday the opening in Milwaukee of its 31st office in the U. S. Buck Long has been named to head the new office, reporting directly to John Rohrs, vice president in charge of the midwest region.

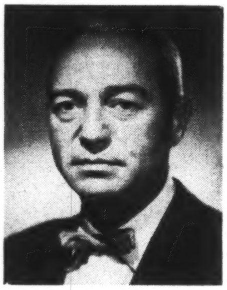
UPA Gross Passes $1 Million, Larger N. Y. Quarters Planned

UPA PICTURES Inc., Burbank, Calif., reported gross production totaling $1,137,313.39 during 1955. A total $15.46 per share, net, was earned and a $1 dividend per share on outstanding common stock was declared, with President Stephen Bosustow predicting 1956 gross production for UPA at more than $2 million. All company officers were reelected for another term.

UPA's New York studio will move to larger quarters at 60 E. 56th St. in early March, in line with plans for that branch to produce 50-60% of the firm's tv commercial announcements.

Levitt to Screen Gems Sales

APPOINTMENT of Robert D. Levitt as director of national sales of Screen Gems Inc., New York, was announced last week by John H. Mitchell, vice president in charge of sales.



MR. LEVITT

He comes to Screen Gems after five years with *The American Weekly* and *Puck The Comic Weekly*, first as associate publisher and later as publisher. From 1946 to 1951, Mr. Levitt was director of Hearst Promotion Enterprises, where he coordinated the promotion activities of the magazines, newspapers, syndicates and other units in the Hearst organization. During this period, he played an active role in putting INS into the television newsreel business.

Atlas Films Names Anderson

APPOINTMENT of James Anderson as television director of Atlas Film Corp., Chicago and Oak Park (Ill.) tv production firm, was announced last Monday. He succeeds Norman Lindquist, who resigned to join Wilding Picture Productions [AT DEADLINE, Dec. 26, 1955].

Mr. Anderson has been with Anderson & Anderson Inc., tv production company, for the past three years and has been identified with television production and advertising for 30 years.

Airways Offers Tv Film

PAN AMERICAN World Airways, N. Y., has produced a 27-minute film, "Wings to Austria," which is being made available for television through any of Pan American sales offices. Produced in full color and sound, the film includes scenes from a tiny Alpine village, close-ups of Viennese cafes and a visit to the Lake Country.

It's Raymond Nelson at NTA

RAYMOND E. NELSON was erroneously referred to as James E. Nelson in a B•T article Feb. 6, which reported his appointment to the staff of National Telefilm Assoc., New York. Mr. Nelson, formerly with Television Bureau of Advertising, has been named to a top-level position with NTA, reporting directly to Ely Landau, president, and Oliver A. Unger, executive vice president.

Mass Production...

SOUTHERN STYLE!

Names such as Drexel, Kent Coffey, Heritage-Henredon, Tomlinson, Globe Parlor and many others make the Prosperous Piedmont section of North Carolina and southwest Virginia the world's largest producer of wood furniture. Here in North Carolina alone there are more than 350 plants producing every conceivable type of furniture for homes and offices around the world.

Furniture production in combination with other booming industries and diversified agriculture make the 46 counties of the Prosperous Piedmont one of the top TV markets in the nation. And the *only* way to get complete coverage of this $2.3 billion market is with WFMY-TV.

With *basic* CBS programming and full 100,000 watts power, WFMY-TV *completely* dominates the buying habits of the 2 million customers in the area.

To get "mass production" sales here for your product, call your H-R-P man today.

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

Now In Our Seventh Year

TV'S FILMED COMMERCIALS SEEN AS BIG CAREER FIELD

Guild Films' David Savage, addressing opening session of forum series in New York, says $18 million was spent last year in production, which ranks up among the top U. S. industries.

DURING 1955 "some $60 million was spent for the production of tv filmed programs [and] some $18 million on the production of tv filmed commercials," David Savage, assistant to the president of Guild Films, reported Feb. 3 at the opening session of a series of forums on Careers in Radio & Television at New York U., New York, at which the major talk was given by Charles Harrell of Lennen & Newell. (See text page 34.) Mr. Savage, who also is a member of the NYU faculty, conceived the series with Wally Gould, co-director of Guild Films commercials division.

MR. SAVAGE

"Ranking up among the top U. S. industries, the tv filmed commercial field . . . is a field of tremendous potential for career development," Mr. Savage stated. The first forum was devoted to "Filmed Commercials." Other sessions of the series will deal with sales, programming, technology, production and sales promotion.

Whereas radio programs are traditionally written and directed and produced right in the agency, "as television came along this thing got a great deal more complicated," Paul De Fir, vice president in charge of television at Maxon Inc., told the forum. "The agencies couldn't afford to sustain the tremendous staff necessary to produce programs. So program production passed into the hands of the networks and independent packagers . . . and agencies have gotten now to the point where one of their principal functions is the production of commercials.

"If the commercials are not good, no matter how good the program is, your account is in jeopardy," he declared, stressing the need for dealing with a dependable film producer to handle the job.

The complexities of a commercial film director's job were outlined by Mr. Gould. "You've got to be a combination diplomat, salesman and theatrical technican," with the ability to satisfy the agency and its clients, and "besides, we have our own company producers, the people who control budgets and expect us to bring in these commercials at a profit . . . we work with union crews and large studios with very expensive equipment . . . and the net result is a film which is exactly one minute of time [whose making] involves at least 60 people from start to finish."

Mr. Gould introduced Hank Aldrich, scenic designer, under contract to Guild, who described some of the problems of creating sets for commercials, using the "red letter day" series for L&M as an example.

L. A. Court Decision Fails To Settle 'Tarzan' Dispute

ALTHOUGH Los Angeles Superior Court Judge William J. Palmer refused to dissolve a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions & Artists Inc., the dispute over who owns television rights to *Tarzan* continues to rage.

Walter White Jr., president of Commodore, said that the court's memorandum of judgment denied all declaratory relief sought by Burroughs in its suit filed last August [B•T, Aug. 29, 1955] and ruled that the 1950 agreement between Commodore and Burroughs still is in full effect. The pact gave exclusive radio rights on *Tarzan* to Commodore and first refusal to exclusive rights in television.

Meanwhile, Norman Freeman, vice president of Sol Lesser Productions, said that while the court found the contract valid, the ruling "does not change our position as it concerns *Tarzan* on television." Lesser made the movie version on the jungle character and is planning a tv series.

"While that contract gives Commodore Productions certain radio rights to *Tarzan*, the only television provisions concern a right of first refusal, which Commodore failed to exercise," Mr. Freeman said, "thereby giving Edgar Rice Burroughs Inc. the right to make a contract with Sol Lesser Productions for the television series. Such a contract has been entered into."

Mr. White parried Mr. Freeman's statement that Commodore failed to exercise its first refusal right with the comment, "there's a skeleton in the closet somewhere." Mr. White said his firm lawfully exercised the tv option last July and plans tv production as soon as litigation ends.

FILM SALES

CBS-TV Film Sales Inc., N. Y., announces sale of three properties to two Australian firms, which will be operating commercial tv stations beginning late this year. Film series sold to The Herald & Weekly Times Ltd., Melbourne, and Australian Consolidated Press Ltd., Sydney, are *Annie Oakley, San Francisco Beat* and *Life With Father*.

INS-Telenews, N. Y., has sold *Daily Newsreel* to KTVK (TV) Phoenix, KFSD-TV San Diego, and WTTG (TV) Washington. Other sales were *Weekly News Review* to KID-TV Boise and *This Week in Sports* to WAPA-TV San Juan, P. R.

Ziv Television Programs, N. Y., reports sales of *Man Called X* film series now total 117, with latest sales to 11 regional and local advertisers and six tv stations. Advertiser purchases include Ariz. Brewing Co., for Tucson and Phoenix; Birnbaum Furniture, for New Britain, Conn.; Marine Bank & Trust Co. and Elkes Pontiac for Tampa-St. Petersburg and Safeway Stores and Feld Chevrolet for Kansas City.

FILM PRODUCTION

Steve Cochran and **Harry Ackerman,** L. A., have started production of *The Trailblazer*, based on life of John Fremont, aiming at fall debut on CBS-TV network.

Inter-Tv Films Ltd., Montreal, announces it has signed Errol Flynn to three-year contract to host and appear in new half-hour tv film series, *Errol Flynn Theatre*. Production will begin in March in England with first 26 episodes expected to be available for distribution in fall.

East Coast Television Inc., N. Y., new tv film commercial production firm, has completed three color-tv spots for RCA Victor television sets, two black-and-white spots for American Tobacco Co. (Pall Mall cigarettes) and eight black-and-white spots for Molson's beer and ale.

UPA Pictures Inc., has begun production in its N. Y. studio on new series of 20-, 30- and 60-second commercials for Piel's beer, said to be the largest campaign for one client that UPA has scheduled at one time for animated production. Company could not specify number of announcements to be produced. Agency is Young & Rubicam, N. Y.

Albert C. Gannaway Productions, L. A., says production starts Feb. 27 for series of 39 *Jungle Girl* tv films. Series, to be shot in Acapulco, Mexico, is being made in association with Magazine Management, syndicate which owns comic books from which story is taken.

FILM RANDOM SHOTS

UM&M Tv Corp., N. Y., which recently acquired world distribution rights to 1,600 short subjects from Paramount Pictures Corp. for estimated $3 million, appoints Robert W. Orr & Assoc., N. Y., as advertising agency.

National Assn. of Tv Film Directors has mailed first issue of organization "Newsletter" to all U. S. stations. Additional copies go to agency film departments.

Jack Gross and **Phillip Krasne** of California Studios, Hollywood, have purchased interest of Roland Reed in *Test Pilot,* new half-hour film series starring Preston Foster.

Ziv Television Programs, N. Y., is launching public service campaign for new tv film series, *The Man Called X,* explaining U. S. security operations and intelligence services. Booklets and folders tied to general theme of security will be made available by advertisers to civic organizations, patriotic societies, schools and other community groups.

Associated Artists Productions, N. Y., announces "Abraham Lincoln," one of 11 classic features being distributed by AAP, has been selected by N. Y. Historical Society for special screening in its series of "Great Film Classics on the American Scene."

Cellomatic Corp., N. Y., announces development of new carbon arc projector, designed to "permit greater use" of rear screen animated scenes in production of tv programs and commercials.

Paul Coates, L. A., columnist who stars in *Confidential File* film series, and Guild Films, N. Y., have arranged to lend program films to Baltimore civic groups. Guild reports more than 250 requests from civic organizations in markets where series is seen.

FILM PEOPLE

Bosh Pritchard, Tel Ra Productions, Philadelphia, promoted to head firm's syndication sales department.

Edward W. Rinker, sales representative, Sarra Inc., Chicago, tv production firm, to Kling Film Productions Inc., same city, in similar capacity.

Murray Benson, account executive and former public relations director, Kagran Corp., N. Y., to Stone Assoc., N. Y., production-merchandising firm, as merchandising executive.

Alfred B. Berry, administrative assistant, CBS Inc., N. Y., named executive in charge of studio relations for RKO Radio Pictures studio, Hollywood. **Don Moore,** manager of story and script department, CBS-TV New York, named head of RKO Radio Pictures' new eastern story department. **Benn Jacobson** appointed RKO eastern casting and talent representative.

Norman Alperin, formerly with sales staff of Charles Basch Productions, N. Y., appointed account executive in New York office of Guild Films Co.

Charles Whipple, sales staff of MCA-TV Ltd., Chicago, to Screen Gems Inc., same city, in similar capacity.

CHAMP WINS AGAIN

by 5 to 1 margin

WHEN IT COMES TO SALES PUNCH in the important Baton Rouge area, WAFB-TV has proved its supremacy by a country mile!

In the latest Telepulse (Nov. 1955), WAFB-TV was first in 347 quarter hours per week, compared to 78 quarter hours on station B . . . giving WAFB-TV a leadership of nearly five to one.

ALL THIS AND MERCHANDISING TOO! Take overwhelming viewer preference, as demonstrated by this survey, and add a merchandising record that's second to none; **(1) First place winner in recent "Lucy Show" competition with a double first prize for special merchandising job, (2) First place in Screen Gems, Inc. contest on program promotion, (3) Among top four in "Frank Leahy and His Football Forecasts"** The result is a sales potential that can't be beat. Wouldn't you like to put "The Champ" to work for you?

MONDAY TO FRIDAY

Stations	7 am-12 noon	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**62**	**51**	**54**
Sta. B	35	44	41
Sta. C	3	5	5

	SATURDAY		SUNDAY	
Stations	1 pm-6 pm	6 pm-12 pm	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**32 a**	**53**	**61**	**56**
Sta. B	**61 a	41	35 a	41
Sta. C	7	6	4	3

***Special Alternate-Week Seasonal Broadcast*
a Does Not Broadcast Complete Period. Share Unadjusted.

Call, write or wire:
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.

WAFB-TV

CBS—ABC 200,000 WATTS

affiliated with WAFB-AM-FM

350 REPLY COMMENTS FILED ON TV ALLOCATIONS PROBLEM

Most filings reiterate stand taken in December with a larger proportion of vhf stations objecting to actions which might decrease present or future coverage. Three uhf stations submit plan to reduce vhf power maximums to one-tenth that presently authorized.

A MAJOR PLAN—cutting back the power maximums of vhf television stations to one-tenth existing maximums—was among the almost 350 reply comments filed last week with the FCC in its current tv allocations proceedings.

The radical proposal was submitted by former FCC Commissioner Robert F. Jones in behalf of uhf stations WHIZ-TV Zanesville, Ohio; WTAP (TV) Parkersburg, W. Va., and WICA-TV Ashtabula, Ohio. It called on the Commission to restrict ch. 2-6 stations to 10 kw, ch. 7-13 to 31.6 kw maximum power.

The bulk of the reply comments followed in general the positions taken by pleaders in their comments filed last December. A larger proportion of vhf stations, however, entered objections to any moves that would imperil their present or prospective coverage.

Uhf outlets again heavily favored revisions of television allocation principles to "protect" them from the effects of vhf competition. This followed the pattern of asking for deintermixture and/or additional vhf outlets.

Fm stations made their opposition known to suggestions that additional vhf channels be secured from varying portions of the fm band. Educators continued to stand opposed to any move to delete the educational reservations.

Comments by ABC, CBS, RCA-NBC, Hometown Television Inc., A. Earl Cullum Jr., and Zenith Radio Corp. were restatements of prior declarations.

Running throughout many comments by major entities was the attitude that Comdr. T. A. M. Craven's proposals establishing television assignment areas (based on economics as well a engineering) should be seriously considered. However, some considered this too long-range to meet immediate uhf needs.

The voluminous pleading will now come under intensive study by the Commission's Rules & Standards Div., Broadcast Bureau. This group of five men will be augmented by other Commission personnel, and the results of their deliberations will be submitted to the FCC. Whether an oral hearing will be required is unknown at this time. However, before any major changes in tv allocations fundamentals can take place, it is presumed the FCC will issue another rule-making order—which will permit further discussion by stations and others.

Reply comments filed last week are reported below in digested form:

A strong plea that vhf stations be limited in power to 10 kw for chs. 2-6 and 31.6 kw for chs. 7-13, with antennas at 1,000 ft., was proposed by ch. 18 WHIZ-TV Zanesville, Ohio; ch. 15 WTAP (TV) Parkersburg, W. Va., and ch. 15 WICA-TV Ashtabula, Ohio.

This would permit additional 24 vhf channels to be allocated to the Ohio-Indiana-Western Pennsylvania area, the uhf stations said, and would permit a substantial addition of vhf stations throughout the country.

The reply comments, submitted by former FCC Commissioner Robert F. Jones, who was one of the two dissenters to the Sixth Report,

Timetable

TRYING to determine when the FCC will complete the current allocations proceeding, Sen. Magnuson polled all FCC commissioners on their estimates at Senate Commerce Committee hearing last week. Each commissioner qualified his prediction in one form or another, but the net result was as follows (Comrs. Doerfer and Mack did not hazard specific guesses):

Chairman McConnaughey—April-May is his hope, not longer than July in any event.

Comr. Hyde—July, if Commission decides just to make some adjustments in present allocations principles; "years" if it decides to reexamine entire fundamentals of tv allocations.

Comr. Webster—November.

Comr. Lee—March.

Comr. Bartley—June 1.

onward & upward IN PUBLIC SERVICE

Cy N. Bahakel Stations

SERVING MILLIONS IN THE SOUTHEAST

LEADERS IN SEVEN MARKETS

coverage All Bahakel Stations are regional outlets, with 6 of them offering 5000 watt coverage, and utilizing the newest technical equipment throughout from transmitter plant to studio equipment.

acceptance Overwhelming Acceptance by Local Advertisers in every retail category, Year after Year tells a success story which comes only from a job well done.

programming that pleases With an eye on the needs and interests of each Community, local popularity of program service has won a wide and continuously loyal audience in every locality served by a Cy N. Bahakel Station.

WRIS 5,000 WATTS ROANOKE, VA.

WKIN 5,000 WATTS KINGSPORT, TENN.

WABG 1,000 WATTS GREENWOOD, MISS.

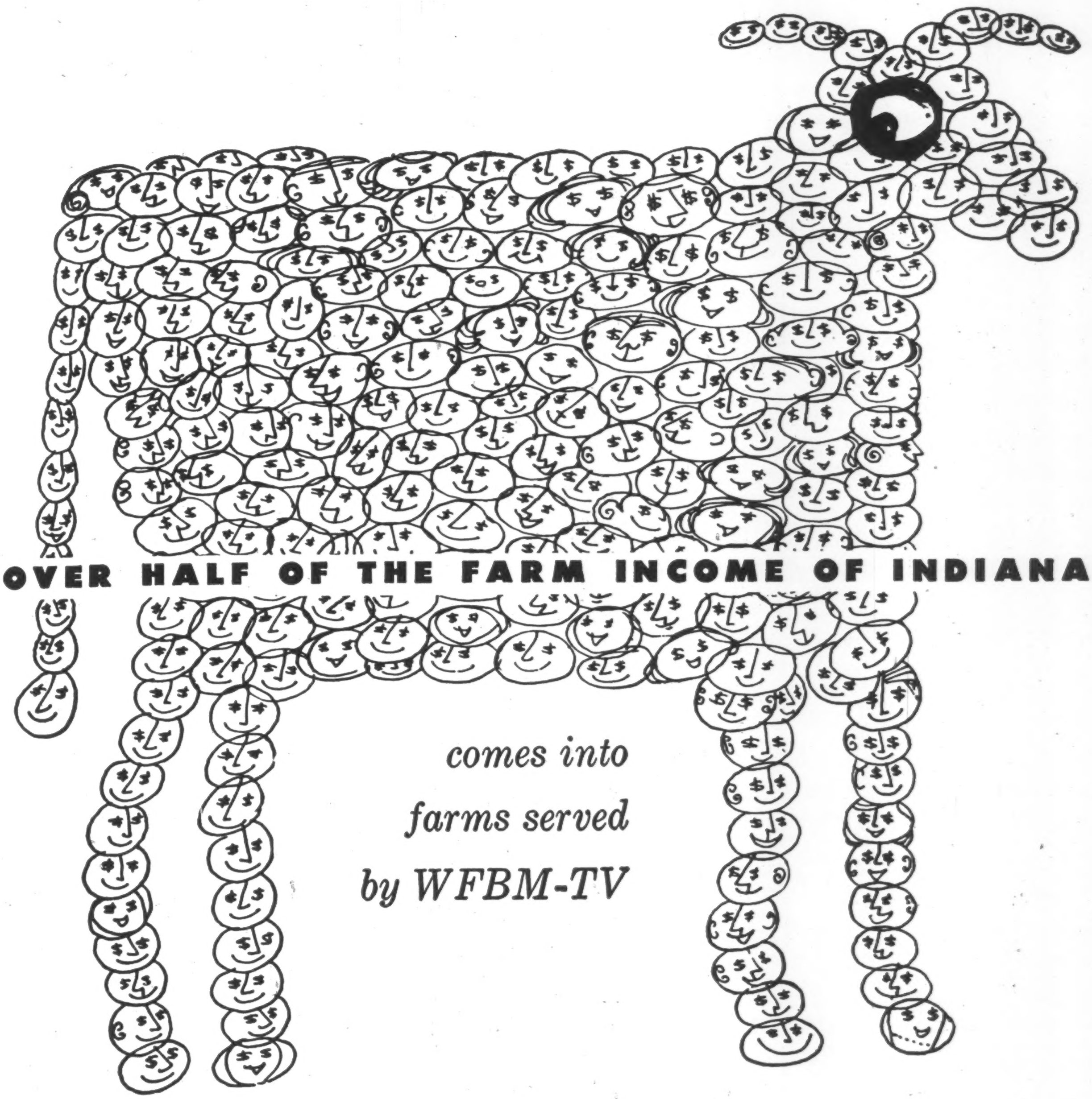
WKOZ 5,000 WATTS KOSCIUSKO, MISS.

WPLH 5,000 WATTS HUNTINGTON, W. VA.

WWOD 5,000 WATTS LYNCHBURG, VA.

WLBJ 5,000 WATTS BOWLING GREEN, KY.

Executive Offices—Roanoke, Va.—P. O. Box 1050



OVER HALF OF THE FARM INCOME OF INDIANA

comes into farms served by WFBM-TV

Farm income state-wide:	**$1,236,903,125**
Farm income WFBM-TV-wide:	**$791,618,000**

NBC

WFBM-TV INDIANAPOLIS

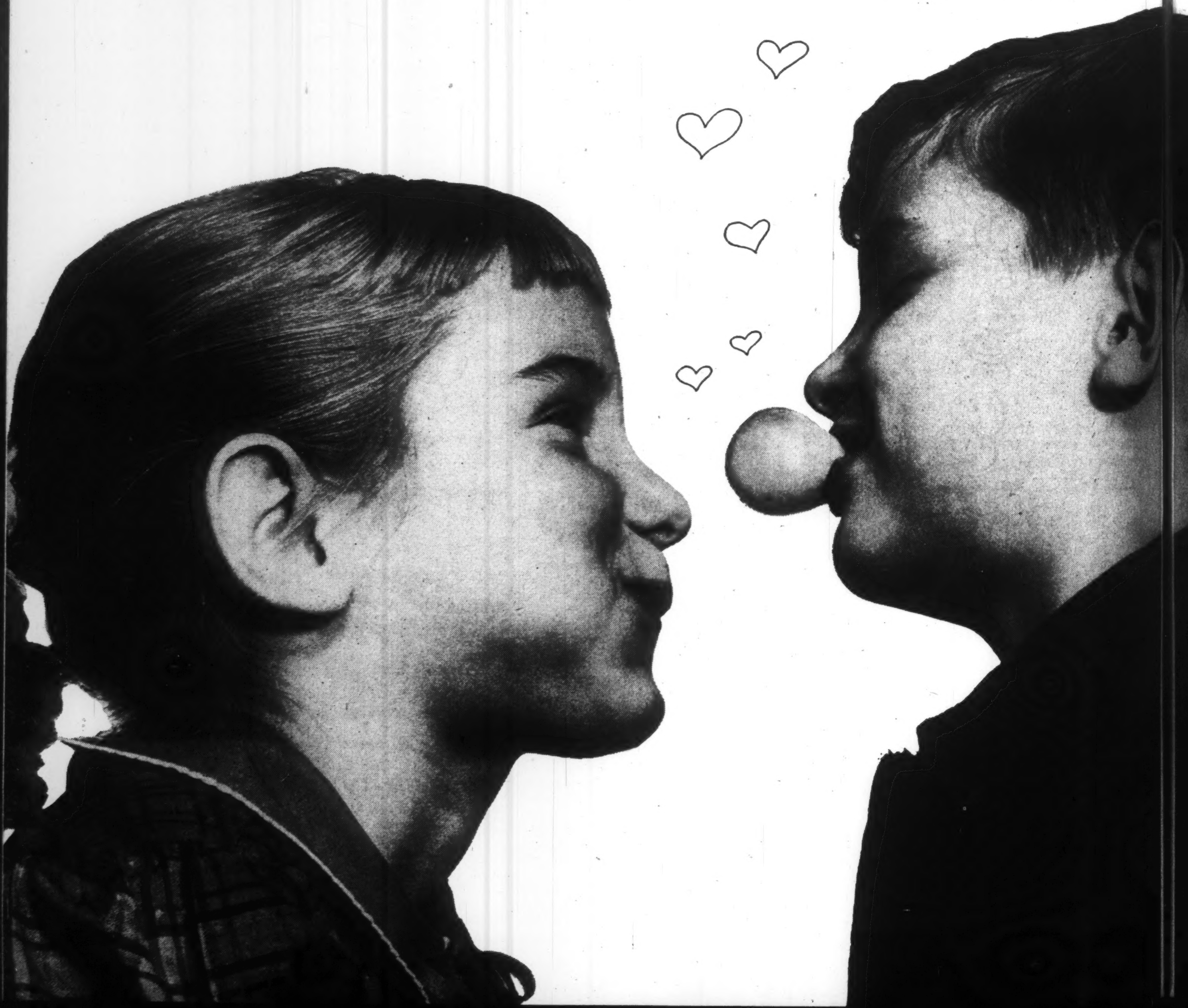
Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

KYW
RADIO 1100

KYW 3 T

LOOK WHO HAS A CRUSH ON CLEVELAND!



IT'S WBC'S
BIG NEW SIGHT AND
. . . SOUND!

No wonder there's excitement in the air in Cleveland—and half of Ohio! Now, two members of the big WBC family have come to town. Now station KYW at 1100 on the dial replaces Station WTAM. And KYW-TV, Channel 3, replaces WNBK-TV.

This means great things to Cleveland, and *you*. It means that Cleveland becomes one of the major WBC markets, serving one-sixth of the population of the United States. It means that now Clevelanders can enjoy the topnotch entertainment, top news coverage and technical perfection typical of every Westinghouse Broadcasting Company station.

Outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything they want to see and hear on KYW-radio, and KYW-TV. Plus public-spirited programming that echoes the WBC creed—"Broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve."

To you, this means audience action in America's seventh market. Put Cleveland's entertaining new pair on *your* sales staff. A call to WBC does the trick. Call MUrray Hill 7-0808, New York. Ask for Eldon Campbell, WBC National Sales Manager.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO

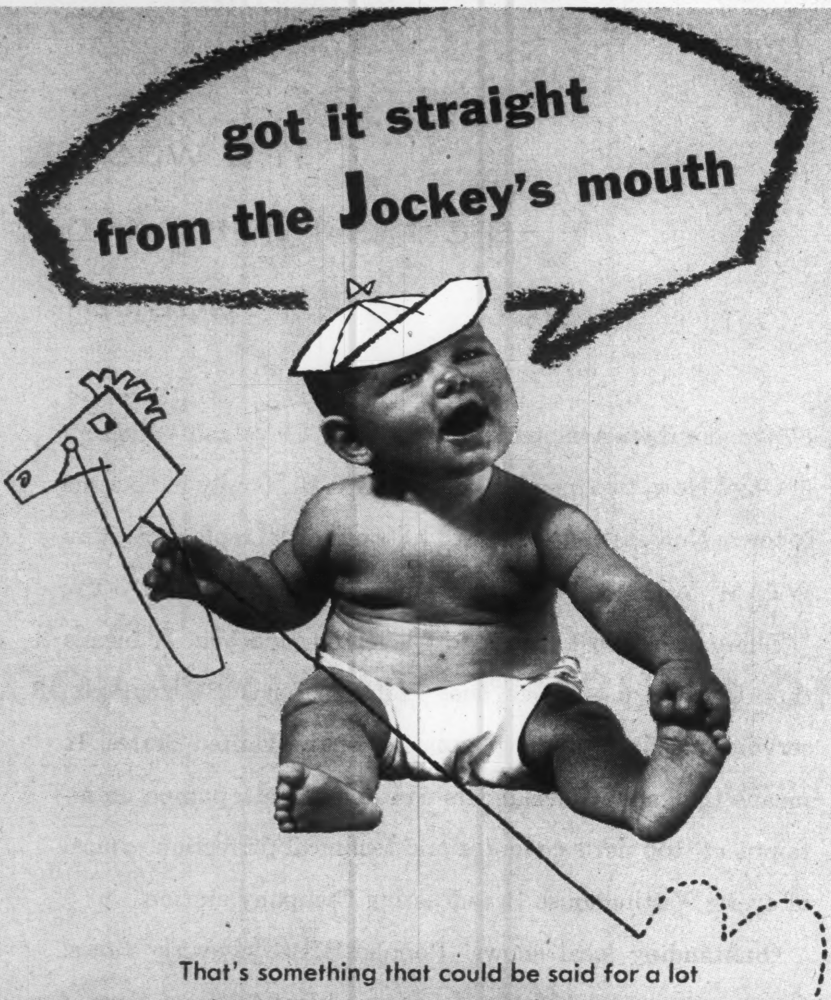
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.

Support the Advertising Council Campaigns.


got it straight from the Jockey's mouth

That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee · Represented nationally by Headley-Reed

included an extensive "critique" of the Commission's Sixth Report and Order and the results of these principles after three years of experience.

Mr. Jones, who acted as Republican television counsel for the Senate Commerce Committee 1954-55, made a number of critical comments in his review. Among them were the following: (1) That the 108 pre-freeze tv stations forced the Commission to permit wider co-channel separations than necessary; (2) that the belief that the 12 vhf channels will not provide a nationwide competitive television service "is an unintended but unfortunate canard founded only upon inefficient utilization of the vhf spectrum; (3) that the increase in powers and heights established to permit reception of vhf signals without receiving antennas or [with] inexpensive simple installations in the worst locations in the largest cities, when combined with excessive separations . . . resulted in the literal shrinkage of the vhf spectrum through its great inefficiency, and eliminated an equitable distribution of Grade A service to all parts of the United States including substantial rural areas and populations."

The Commission, Mr. Jones wrote, "persists to this day in an archaic city-to-city concept of vhf assignments long after the characteristics of the vhf channels changed to 'area' characteristics." He referred to certain moves by vhf stations to locate transmitters so that the station covers two or more contiguous markets as "market-bagging."

The problem, he said, is not one of uhf or vhf. It is that of "small market stations versus large market wide area (more efficient) vhf stations."

Deintermixture will not work, Mr. Jones stated. For not only are uhf stations actually small-market stations at the mercy of big-city, wide-area stations, but they are the stations "with the built-in disadvantages." Uhf is inferior to vhf, due to propagation characteristics, cost of equipment and power to attempt to match vhf coverage, lack of all-channel receivers and low-cost converters, he said. Networks seek wide area coverage and thus bypass uhf outlets, he said.

". . . asking uhf to compete against vhf is like asking it to flog an elephant with a whiskbroom," the former commissioner and former congressman (R-Ohio) said.

With this attitude, Mr. Jones opposed such recommended palliatives as deintermixture, addition of more vhf channels, addition of extra vhf assignments in the top 100 markets to ensure three equal outlets for network programs, squeeze ins (Mullaney plan).

He favored Hometown Television Inc.'s plea for the creation of local outlets. He found Comdr. Craven's plan "worthy of very serious consideration by the Commission."

In discussing the plan to reduce vhf powers by one-tenth, the joint reply submitted that the following would be accomplished:

- Existing vhf channels would more nearly cover normal trading areas.
- Integrity of small-market stations would be improved.
- More equitable distribution of Grade A service is obtained.
- Requirements of the Communications Act for equitable distribution of facilities are fully met.

The engineering exhibit was prepared by the Washington consulting engineering firm of Vandivere, Cohen & Wearn.

ABC called on the Commission for "vigorous and decisive" action immediately to relieve the "economy of scarcity" in competitive

REAL BARGAIN

For

NORFOLK

WTOV-TV has six one-half hour religious shows weekly featuring six different religions revolving around 20 different churches. We offer sponsorship of all these programs for $425.00 per week, or $270.00 weekly for three of these programs. We guarantee the results of this sponsorship to be better than any network show in Norfolk or we will refund your money. Prefer appliance, food or home type of advertising.

WTOV-TV

Rates First in Many Ways

1. WTOV-TV sells more locally sponsored time than any other two TV stations in Virginia.
2. WTOV-TV has the largest local account in the State of Virginia.
3. WTOV-TV has more local live programming than any other station in Virginia.
4. WTOV-TV has more people living within eight miles of its transmitter than any other station in Virginia. Approximately 700,000 people in Norfolk, Portsmouth, South Norfolk, Newport News and others—all within five miles.
5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $130,000,000 since January 1st, this year.

See Smiling Joe McGillvra's Boys

or call

Tim Bright

Export 3-2871

#15
Hurricane Hal

Year's
biggest storm,
Coming this way,

Hal blew his copy,
The devil's to pay!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
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LOS ANGELES CHICAGO WASHINGTON TORONTO

facilties in major markets. It claimed, as recited in CBS' comments, that the 100 top markets can support 398 competitive stations—but pointed out that there are only 263 competitive stations assigned to those markets.

"Thus the public is now being deprived of the services of over 130 competitive stations for which there is now unquestionably adequate economic support," ABC said.

The network asked that first consideration be given to the objective of multiple services in as many communities as possible. This can be accomplished by (1) deintermixture, (2) assignment of additional vhf channels on reduced mileage separation, (3) release of unused educational channels, and (4) moving, in some instances, vhf channels from one market to another.

It listed almost 30 cities which it suggested be deintermixed, one way or the other. Among the cities specified were Miami (all uhf), Hartford-Providence (all uhf), Syracuse, N. Y. (all vhf), Duluth-Superior (all vhf), Albany-Schenectady-Troy, N. Y. (all uhf or all vhf).

Opposition was expressed to the Mullaney-Welch, Mott & Morgan, CBS, Zenith-Skiatron, and other proposals. It referred to the GE proposal to move all tv to uhf as having "theoretical merit" but impracticable due to dislocation and also as having no possibilities for immediate results.

It also termed Comdr. Craven's proposals as having "considerable merit", but said they provided no immediate solution. The Joint Committee on Educational Tv comments, ABC said, seeking to maintain educational reservations, were short-sighted.

CBS declared that some of the proposals would have a seriously detrimental effect on tv. It opposed abandonment of the table of assignments and the suggested adoption of case by case consideration of applications; reduction of service areas, moving all tv to uhf, and continuance of intermixture where uhf stations strive to compete with a single vhf station.

It also termed "extraneous" such issues as subscription tv.

Reduction in separations should be permitted, CBS said, only in individual cases where such moves are urgently required.

Reduction in service areas, the network declared, would not only mean an "inevitable loss of service to the public" but also a degradation in technical signal quality.

As an example, CBS said that if it were possible to limit New York's tv signals to the New York trading area (as proposed by Hometown Television Inc.), the residents of Bridgeport, Conn., would be deprived of seven program choices in favor of perhaps one or two local services.

"The price is too high," the network stated, "not to the networks, not to some of the large market stations, not necessarily to many other stations, but certainly to millions of viewers who would be deprived of television service."

CBS plumped again for its basic premise: at least three network services in the top 100 markets.

In an analysis of proposals that vhf stations have their powers cut down to constrict coverage areas, CBS economist Sidney S. Alexander estimated that from 3 million to 5.3 million families would lose service.

RCA and NBC, in reply, declared that the comments, taken as a whole, "reflect a broad awareness of the important public reasons for preserving the 70 uhf channels, as well as the 12 vhf." This is a "long range and statesmanlike view," it said. It follows, RCA-NBC stated, that "an allocation plan based on 12 or 15 channels, with or without lowered standards, is of doubtful utility as a long-range policy of allocation."

Expressing doubt that the proposals for drop-ins, specified contours, or other means of confining a tv station's signal to its market can be accepted since this would leave rural and small town residents without service or with a degraded service, RCA-NBC added:

"This is one of the major policy questions for resolution by the Commission and cannot be dismissed . . . by characterization of rural service as 'fringe'."

Commission's proposals for boosters and 5 megawatt power for uhf stations are desirable objectives, RCA-NBC said.

The Storer Stand

Storer Broadcasting Co., advocating selective deintermixture, claimed allies in its approach in RCA-NBC, ABC and Comdr. T. A. M. Craven. Even CBS, Storer pointed out, required 39 uhf stations in 22 of the top 100 markets in order to achieve its three outlets per top market objective under its Plan I. Warning that unless uhf band is established on a "sound economic basis" in a substantial number of markets, existing uhf stations will be unable to survive.

Opposing such "unrealistic" proposals as squeeze-ins, lower power, and other drop-in techniques, Storer termed them "milk stop stations" which would derogate the service of existing vhf stations.

Storer also revealed that its ch. 23 WGBS-TV Miami showed its first operating profits in November and December 1955 after months of losses. There is an 85% conversion of tv receivers for uhf reception in the Miami area, Storer said.

Storer thought technical advances, such as the recently proposed "translator" stations, would help overcome shadow area effects in irregular terrain, a problem which has plagued uhf stations in rough, hilly and mountainous country.

It called the suggestions that additional vhf channels might be secured from other services "highly problematical and speculative." It opposed all proposals suggesting the use of 72-78 mc and 2 mc from fm to establish a vhf tv channel, which would also require shifting chs. 5 and 6 upward. It also opposed ABC's suggestion that mileage separations be reduced; called the Mullaney-Welch, Mott & Morgan proposal "completely unworkable and unrealistic." It also objected to any suggestion seeking to dissolve the table of assignments.

In discussing proposals to drop-in vhf channels through the use of low power, low tower stations with limited service areas, Storer declared:

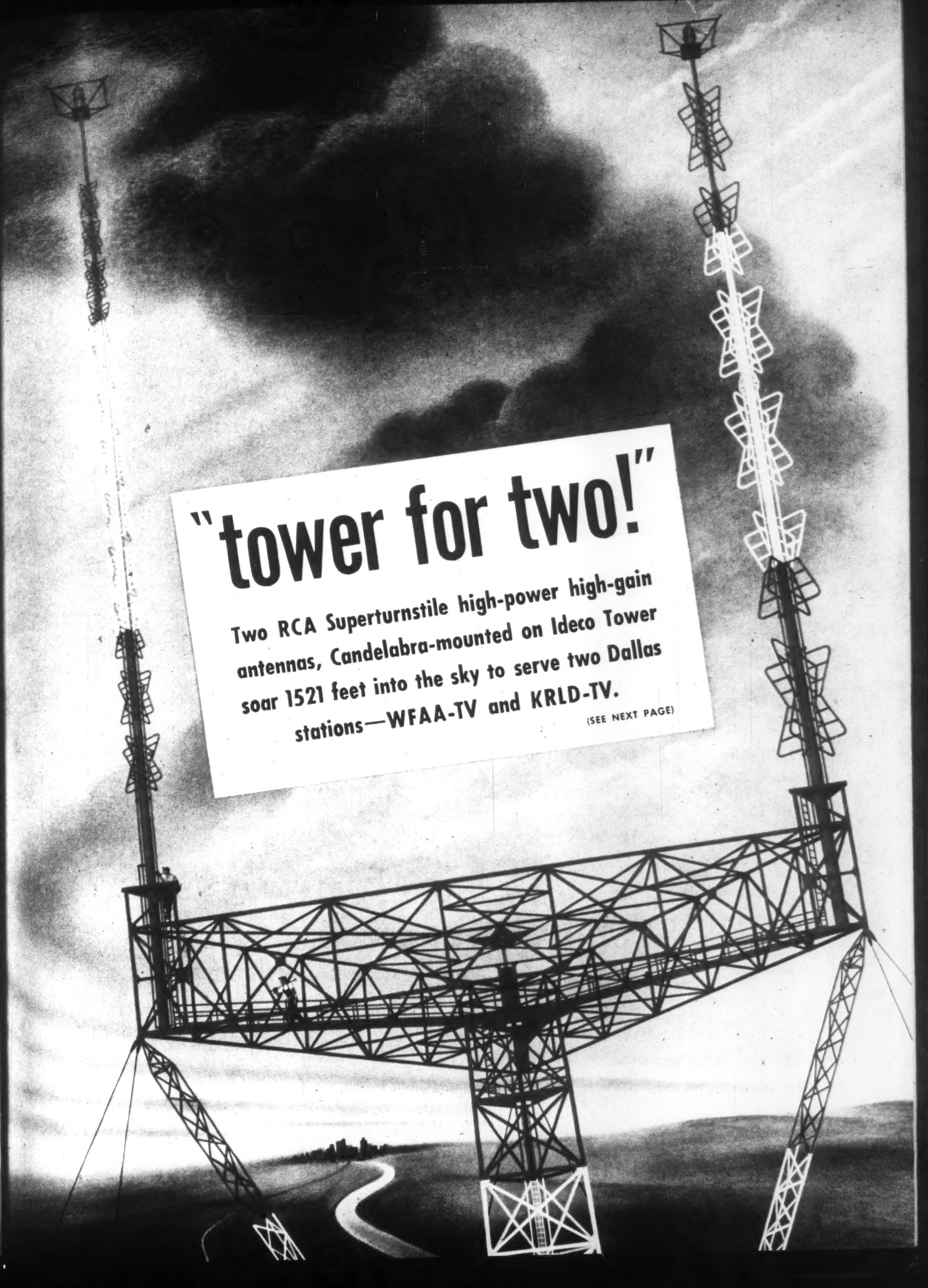
"It is incredible that the Commission will give serious consideration to proposals which constitute a back-tracking to the conditions that existed in 1945 to 1948 and lead to the 'freeze'."

Submitted again was Storer's detailed recommendations for national selective deintermixture.

Hometown Television Inc., a group of small city tv stations mostly in the New England area and predominantly uhf, stressed again that the top priority for the FCC should be to provide each community with at least one tv station.

"The time is at hand," Hometown said, "when the Commission must take immediate, forthright, meaningful and effective action to preserve and foster uhf and Hometown Television and to rid the industry of the monopolistic albatross which the networks have fastened around the industry's neck and which in these proceedings they seek to engraft even more securely."

To accomplish this, Hometown urged that



"tower for two!"

Two RCA Superturnstile high-power high-gain antennas, Candelabra-mounted on Ideco Tower soar 1521 feet into the sky to serve two Dallas stations—WFAA-TV and KRLD-TV.

(SEE NEXT PAGE)

World's most unique TV antenna installation!

Tower structure nearing half-way mark.

PROVIDES SAVINGS UPWARDS OF $500,000

This unique antenna installation was developed by RCA and Ideco to meet the special needs of Stations WFAA-TV and KRLD-TV which have relocated transmitter sites and increased power in order to deliver greater coverage to the rich Dallas-Fort Worth, North Texas market area.

MULTIPLE ADVANTAGES

The RCA "Candelabra" represents a radical approach to TV antenna design. It promises broadcasters who desire the same antenna location such advantages as equal height and simplified transmission line installation combined with the economies of a common tower and single-site erection and construction costs. Through it, maximum height allowable under aeronautical regulation may be achieved for both antennas.

$250,000 SAVINGS PER STATION

The cost of the complete Hill Tower installation, including tower, antennas, transmission lines and erection was close to one million dollars. Actual saving to each station is estimated at $250,000—a total of a half million for the two. The tower was purchased and is operated by Hill Tower Corporation, which is owned jointly by the two stations.

WORLD'S SECOND TALLEST MAN-MADE STRUCTURE

The height of the tower from base to top of antenna is 1521 feet. This two-in-one antenna installation is the second tallest man-made structure in the world.

Atop the tower is mounted the antenna platform, 80 feet across and 12 feet high. It is triangular in shape to fit the tower's cross-section pattern. The RCA antennas occupy two of the corners . . . with a counterweight on the third corner.

ASK YOUR RCA BROADCAST SALES REPRESENTATIVE . . .

Your Broadcast Sales Representative will be glad to answer your questions about television antennas and show you how RCA can provide you with the kind you need. In Canada, write RCA VICTOR Company, Ltd., Montreal.

OTHER INTERESTING FACTS ABOUT "HILL TOWER"

WFAA-TV ANTENNA. RCA Type TF-12AH for effective radiated power of 316 kw. Height 82′ 9″. Channel 8.

KRLD-TV ANTENNA. RCA Type TF-6BM for effective radiated power of 100 kw. Height 82′ 9″. Channel 4.

Both antennas are designed to withstand winds anticipated at high altitudes.

ELEVATOR for carrying personnel up the tower to the 1435-foot level. Operated by new electronic control system.

CATWALKS run out from elevator landing in center of platform to three corners of platform, for necessary maintenance.

LINE-OF-SIGHT DISTANCE, tower top to horizon, approximately 60 miles.

RADIO CORPORATION of AMERICA
BROADCAST AND TV EQUIPMENT
CAMDEN, N. J.

the signal coverage of each station be conformed to the retail trading area of its community with interference protection geared to this area. It also advocated deintermixture to establish uhf islands.

Hometown opposed proposals to permit maximum power for vhf stations in Zone I where antennas are higher than 1,000 feet, and uhf stations to radiate more than 1 million watts. The use of satellites to extend a big city's coverage also must be stopped, Hometown said.

Zenith Radio Corp. stated that all comments either fall into "destructive or futile" category, or propose remedies that are insufficient to the national "crisis." This is basically "the economic stagnation of the industry," Zenith said. The Chicago radio-tv manufacturer again called on the FCC to authorize subscription television. Calling on the FCC to decide the question of pay tv immediately, Zenith said: "Procrastination in the face of the present economic crisis can only lead to the loss of one of subscription television's greatest potential contributions, namely, economic aid to those broadcasters now facing bankruptcy."

Joint Committee on Toll Tv opposes Zenith's comments regarding use of subscription tv. Subscription tv is a separate proceeding, JCTT said, and does not belong in the allocations proceeding.

KFJZ-TV Fort Worth, Tex. (ch. 11), favors subscription tv.

A. Earl Cullum Jr., Dallas (consulting engineer), urges addition of three vhf channels from fm band; greater channel utilization through higher antennas, high gain receiving antennas, cross polarization; opposes deintermixture.

Group of 11 vhf stations, represented by Washington attorneys Dow, Lohnes & Albertson, filed a joint reply comment which opposed any proposal which would limit tv to the existing 12 vhf channels; degrade existing services through reduced separations or the employment of various engineering techniques to accomplish closer spacing.

Terming these proposals "stop-gap" and "short range," the group said acceptance would "sentence television perhaps forever to a very limited number of channels without any significant promise of growth and expansion; . . . fail to provide immediately an improved nationwide television service, nor do they offer any future expectation of the fulfillment of such an objective." These proposals are unsound technically, the group said, and offer "insignificant compensation" for the resulting degradation of existing tv service.

Supporting Comdr. T. A. M. Craven's plan to establish tv assignment areas, the vhf group also paid tribute to the effectiveness of the FCC's Sixth Report and Order. "The tremendous growth and development of the television industry, encompassed within approximately one decade, attest to the basic soundness of the Commission's regulatory policies and the general excellence of the service rendered thereunder," the document stated.

Uhf has had less than four years of trial, these stations pointed out. Because of some uhf operators' problems, "exaggerated and captious criticism" of the basic allocations principles have resulted, they said.

Stations signing this document were: WSB-TV Atlanta, Ga., ch. 2; WSYR-TV Syracuse, N. Y., ch. 3; KOLN-TV Lincoln, Neb., ch. 6; WKZO-TV Kalamazoo, Mich., ch. 3; WFMY-TV Greensboro, N. C., ch. 2; WGAN-TV Portland, Me., ch. 13; WHIO-TV Dayton, Ohio, ch. 7; KOIN-TV Portland, Ore., ch. 6; WJAR-TV Providence, R. I., ch. 10; WCSC-TV Charleston, S. C., ch. 5, and WIS-TV Columbia, S. C., ch. 10.

One group of 15 stations, represented by Loucks, Zias, Young & Jansky, said the FCC, in considering the initial stage of its proceeding has discouraged proposals limited to action in only individual communities or a limited area, leaving to a later stage comments on specific channel assignments in individual communities. These stations said that until the FCC has "determined the general nature of any revisions to the present allocation scheme which it would be desirable to adopt," they are unable to determine their interest in the proceeding, but said they may or may not file comments later, depending on their interest. They were: WWEZ New Orleans; WFAA-TV Dallas (ch. 8); WABI-TV Bangor, Me. (ch. 5); WDBC Escanaba, Mich.; WTVE (TV) Elmira, N. Y. (ch. 24); KENS-TV San Antonio (ch. 5); WHTN-TV Huntington, W. Va. (ch. 13); KRCA-TV Sacramento, Calif. (ch. 3); KWTX-TV Waco, Tex. (ch. 10); WENE Binghamton, N. Y.; KTSM-TV El Paso, Tex. (ch. 9); WARM-TV Scranton, Pa. (ch. 16); WKBN-TV Youngstown, Ohio (ch. 27); KROC-TV Rochester, Minn. (ch. 10), and KVAL-TV Eugene, Ore. (ch. 13).

Group of vhf stations, represented by Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, reserved the right to participate in any future proceeding considering specific changes in tv standards or allocations. Opposes any recommendations that would result in abridgment of service areas of existing stations, or encroach upon future service potential of vhf stations using high power and antennas to provide service to rural areas. Also opposes such plans as reducing separations, drop-ins, directional antennas, reduced power, etc. Calls on FCC to encourage development of uhf. States belief that present difficulties are result of economic pressures not of permanent character. Stations in this group are: WGN-TV Chicago, ch. 9; WJTV (TV) Jackson, Miss., ch. 12; WBTV (TV) Charlotte, N. C., ch. 3; WBTW (TV) Florence, S. C., ch. 8 ; WDAF-TV Kansas City, ch. 4; WSM-TV Nashville, Tenn., ch. 4; KALB-TV Alexandria, La., ch. 5; KVEC-TV San Luis Obispo, Calif., ch. 6; WALB-TV Albany, Ga., ch. 10.

VHF COMMENTS

WVET-TV Rochester, N. Y. (ch. 10), opposes drop-ins, deintermixture, or other arrangements which would tend to curtail existing tv services.

WTVD (TV) Durham, N. C. (ch. 11), opposes variations of proposals advocating drop-ins, deintermixture, or arrangements to curtail existing services.

KSTP-TV St. Paul-Minneapolis, Minn. (ch. 5), opposes drop-ins, deintermixture, or other arrangements to curtail existing services.

KATV (TV) Pine Bluff, Ark. (ch. 7) opposes drop-ins, deintermixture, or other arrangements to curtail existing services.

WBEN-TV Buffalo, N. Y. (ch. 4), opposes drop-ins, deintermixture or other arrangements which would curtail existing services.

KARK-TV Little Rock, Ark. (ch. 4), opposes drop-ins, deintermixture, or other proposals which would curtail existing services.

KTEN (TV) Ada, Okla. (ch. 10), opposes drop-ins, deintermixture, and other proposals advanced which would curtail existing services.

KWTV (TV) Oklahoma City, Okla. (ch. 9), opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing tv services.

WREC-TV Memphis, Tenn. (ch. 3), opposes drop-ins, deintermixture, and other arrangements which would curtail existing services.

WCIA (TV) Champaign, Ill. (ch. 3), opposes mixture of uhf and vhf, and advocates maintenance of *status quo* in regard to mileage separations.

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land of witn

Every TV station is the best. Everybody is first. No one is second. So who is WITN to be different? Read what the experts and engineers say about us:

POWER & CHANNEL
316,000 watts video, 160,000 watts audio.
Channel 7

SETS IN USE
140,000—and this figure is already outdated.

NETWORK
National Broadcasting Company interconnected affiliate.

POPULATION
496,800 in grade A area. 766,600 in grade B. Total of 1,116,700 people in entire WITNland. 256,700 families within antenna range.

EFFECTIVE BUYING INCOME
$652,651,000 in grade B area alone.
$945,914,000 in entire WITNland.

RETAIL SALES
$488,026,000 in grade B area alone.
$688,162,000 in entire WITNland.

COVERAGE
The entire farm-rich, industrially-booming Eastern North Carolina market.

REPRESENTATIVES
Headley-Reed Company, New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood.

*SOURCES—Sales Management and the owner's brother-in-law.

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channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

KGUL-TV Galveston, Tex. (ch. 11) opposed Mullaney plan.

WISC-TV Madison, Wis. (ch. 3), opposes deintermixture.

WSPA-TV Spartanburg, S. C. (ch. 7) opposes drop-ins, deintermixture, and other mechanical procedures which would result in "deterioration or curtailment of service by existing tv stations." City Council, Spartanburg, S. C., opposes suggestions that ch. 7 be moved from Spartanburg.

WTCN-TV Minneapolis, Minn. (ch. 11), opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

KBES-TV Medford, Ore. (ch. 5) opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

KIEM-TV Eureka, Calif. (ch. 3), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

KTHV (TV) Little Rock, Ark. (ch. 11), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

WEWS (TV) Cleveland, Ohio (ch. 5), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

WOOD-TV Grand Rapids, Mich. (ch. 8), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

KWK-TV St. Louis, Mo. (ch. 4) opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

WCIA (TV) Champaign, Ill., (ch. 3) objects to CBS plan to include Champaign-Urbana in Terre Haute market.

WBNS-TV Columbus, Ohio (ch. 10), opposes comments proposing limiting tv to 12 vhf channels, reduced separations, "various engineering techniques" to accomplish closer spacing; drop-ins, etc.

KRLD-TV Dallas, Tex. (ch. 4) opposes Mullaney-Welch, Mott & Morgan plan for "dropping in" additional vhf channels, resulting in degrading present vhf service.

WAAM (TV) Baltimore, Md. (ch. 13) opposes comments by CBS and others proposing allocation of ch. 13 to Norfolk-Portsmouth-Newport News area.

KFSD-TV San Diego, Calif. (ch. 10) opposes KXLY-TV Spokane, Wash., comment that all stations in Zone II be permitted to operate with maximum power regardless of antenna height. Recommends that Southern Calif. be classified as Zone I (limiting vhf antenna heights to 1,000 ft. for maximum power) or that power cutbacks be instituted for Zone II stations where towers are above 2,000 ft.

KFMB-TV San Diego, Calif. (ch. 8) opposes proposal by KXLY-TV Spokane, Wash., to permit stations in Zone II to operate at maximum power regardless of antenna height.

WCHS-TV Portland, Me. (ch. 6), opposes proposal of WNET (TV) Providence, R. I. (ch. 16), to move ch. 6 to Providence.

WCPO-TV Cincinnati, O. (ch. 9), opposes any action that would curtail or deteriorate its present service. Also **WMCT (TV) Memphis, Tenn.** (ch. 5); **WISH-TV Indianapolis, Ind.** (ch. 8).

WPIX (TV) New York (ch. 11), opposes any change in minimum mileage requirements. Also **KHQ-TV Spokane, Wash.** (ch. 6).

WJRT (TV) Flint, Mich. (ch. 12), opposes any change in present allocations which would curtail service areas of tv stations.

WCCO-TV Minneapolis, Minn. (ch. 4), supports proposals for preserving extended coverage for the benefit of relatively underserved rural areas, either by establishing a class of Rural Service Stations or otherwise.

WSJS-TV Winston-Salem, N. C. (ch. 12) opposes adding more vhf stations by reducing facility separations which would also reduce overall service, especially to rural areas.

Suncoast Cities Bcstg. Corp. asks for affirmative action on its petition to deintermix the Tampa-St. Petersburg, Fla., area by dropping in ch. 10 at New Port Richey, Fla.

WABT (TV) Birmingham, Ala. (ch. 11), opposes "shoehorning" of more vhf stations into areas where they would curtail rural service of existing stations.

KAKE-TV Wichita, Kan., (ch. 10) opposes the request of WINT Waterloo, Ind. (ch. 15) which seeks to identify itself as a Fort Wayne station.

WJAC-TV Johnstown, Pa., (ch. 6) objects to proposal of WIP-FM Philadelphia (ch. 227) allocating 88-94 mc band, now assigned to fm, to television. WJAC-TV claims that the move would create a new television channel, designated as 6-A, and that it would be required to change operation from its present ch. 6 to ch. 6-A.

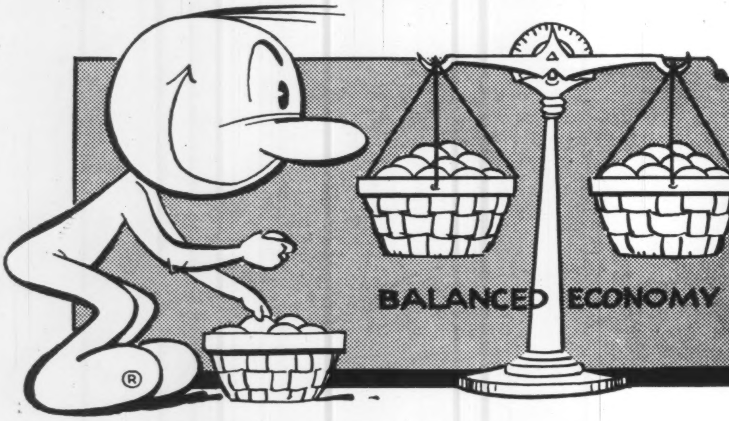
WKAT (TV) Miami, Fla. (ch. 10), entered its appearance to preserve its rights and right to appear and participate further in any decisions affecting it.

WNEM-TV Bay City, Mich. (ch. 5), objects to WKNX-TV Saginaw, Mich., proposal to deintermix Bay City-Saginaw-Flint area and withholding action on WNEM-TV application for increase in antenna height and change in transmitter location.

WNHC-TV New Haven, Conn. (ch. 8), entered appearance to preserve its rights and right to appear and participate further in any decisions affecting it.

WXEX-TV Petersburg, Va. (ch. 18) entered appearance to preserve its rights and right to

ALL THE EGGS IN KANSAS AREN'T IN ONE BASKET!



CHANGING $ IN KANSAS*

1946	Major Income Sources	1954
9.3	Manufacturing	16.6
24.9	Farm	11.9
17.1	Government Pay	6.6
23.3	Trade and Service	14.9
25.4	All Others, such as: Mining, Construction, Transportation, Property, Public Utilities, etc.	50
Total Income $2,012,000,000		Total Income $3,417,000,000

*U. S. Dept. of Commerce Survey of Current Business.

Changes in Kansas farm income are constantly replaced and supplemented by progressively increasing income from diversified sources. For the Kansas Dollar, advertise on KTVH.

KTVH
HUTCHINSON
KANSAS
CBS BASIC

VHF 240,000 WATTS

CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

Tailored . . .

TO DELIVER TOP COVERAGE OF THE GREAT MEMPHIS and MID-SOUTH MARKET

TOP SHOWS!

HIGHEST ANTENNA!
(1349 Feet Above Mean Sea Level)

FULL POWER!

No wonder in Memphis they say "There's more to see on Channel 3." To a full basic affiliation with CBS, WREC-TV adds top local programming, and delivers the *finest* picture to a *greater* audience. Yes, Channel 3 is "tailored" to do the best selling job for you!

WREC-TV
CHANNEL 3 MEMPHIS

CBS TELEVISION

Represented Nationally by The Katz Agency appear and participate further in any decisions affecting it.

Queen City Broadcasting Co., Seattle (ch. 7), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.

Portsmouth Radio Corp., Portsmouth, Va. (ch. 10), opposes comments filed by Storer Broadcasting Co., Greylock Broadcasting Co. and other parties urging deintermixture of the Norfolk market.

WTWO (TV) Bangor, Me. (ch. 2), suggests that any drop-ins be made on a case-by-case basis; that no such assignments will be made if the interference to an existing station would exceed the maximum (to be fixed by the Commission), and that assignments involving a lesser degree of interference be made only upon a showing that the public need for the proposed service outweighs the service which would be lost by an existing station.

KREM-TV Spokane, Wash. (ch. 2), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.

WWJ-TV Detroit (ch. 4), opposes all proposals for reduction of minimum mileage separations; reduction in maximum permissable effective radiated power and antenna heights, and agrees with WTWO (TV) proposal regarding authorization of any drop-ins.

WOI-TV Ames, Iowa (ch. 5), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), which would permit stations in small communities to identify themselves with nearby larger communities.

WSAZ-TV Huntington, W. Va. (ch. 3), favors modification of Section 3.614(b) pertaining to maximum power and antenna heights in Zone I; opposes any allocations plan which would destroy interference-free service.

KGGM-TV Albuquerque, N. M., (ch. 13) said it was against any action modifying any present authorization for the station or causing deterioration or curtailment of its tv service, and that parties proposing a change of the present allocations plan be required to show data on any adverse effect on existing stations.

KOTV (TV) Tulsa, Okla. (ch. 6), opposes the Mullaney plan for establishing "secondary" stations which could limit the coverage areas of vhf stations and the shifting of ch. 5 and ch. 6 suggested by T. A. M. Craven and the coverage limitations suggested by Committee for Hometown Television, and favors the CBS plan for making available three vhf stations in the 100 major population centers of the country.

KBET-TV Sacramento, Cal. (ch. 10) opposes the proposal of KCCC-TV Sacramento (ch. 40), that any vhf channel allocated for non-commercial educational use but not in use by an educational station be made available for commercial use.

WABD (TV) New York (ch. 5) and **WTTG (TV) Washington** (ch. 5) oppose the proposal of WIP Philadelphia for a new channel, 6A, to be taken from the fm band and allocated to Philadephia by changing the assignment of WFIL-TV Philadelphia from ch. 6 to ch. 5 and moving other stations, including WABD and WTTG from ch. 5 to ch. 6. Also WASH (FM) Washington.

WFBM-TV Indianapolis, Ind. (ch. 6), opposes any change which would diminish its service and also opposes the petition of WINT (TV) Waterloo, Ind. (ch. 15), for modification of identification and location rules to permit stations assigned to smaller communities to move their main studios into larger adjoining cities.

WISN-TV Milwaukee, Wis. (ch. 12), opposes any action which would deteriorate or curtail its service. Also WBAL-TV Baltimore, Md. (ch. 11).

WTVR (TV) Richmond, Va. (ch. 6), objects to Mullaney plan for all vhf, proposals for reduced mileage separations between vhf stations, maximum power with antenna heights over 1,000 ft. in Zone I, Crosley proposal to displace chs. 5 and 6 upward by two mc to accommodate intermediate channel and Pennsylvania Broadcasting Co. plan to remove 88-94 mc segment of fm band, which would result in substitution at Richmond of ch. 6A for ch. 6.

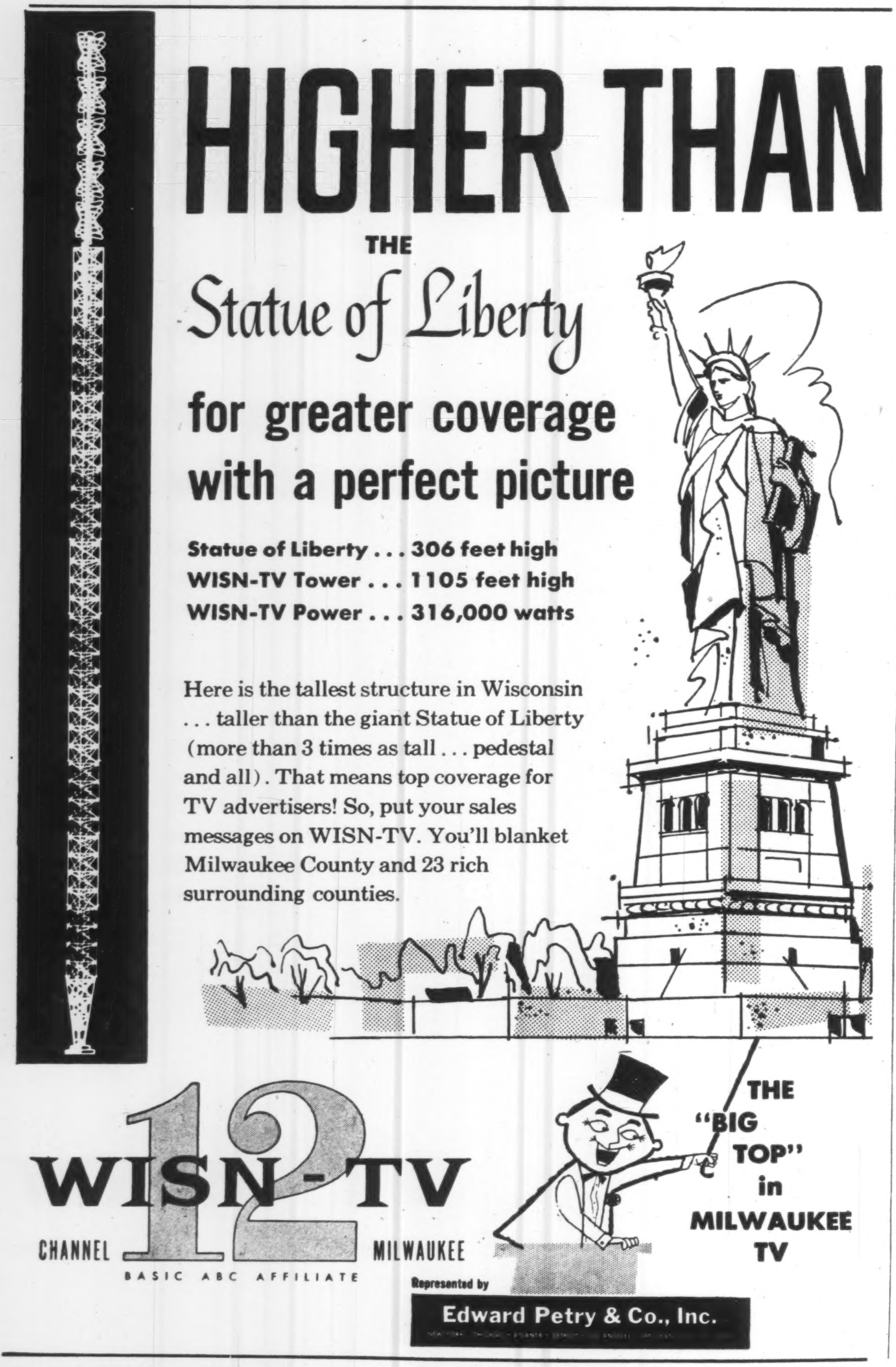
WDSU-TV New Orleans, La. (ch. 6), opposes any proposals to reduce permissible antenna heights and effective radiated powers, any reduction of minimum co-channel or adjacent channel mileage separations, and any drop-in vhf assignments in communities located at distances less than the presently authorized minimum mileage separations. Also KOB-TV Albuquerque, N. M. (ch. 4) and KLZ-TV Denver, Col. (ch. 7).

KTLA (TV) Los Angeles (ch. 5) opposes any change detrimental to the station's existing or proposed service.

WGAL-TV Lancaster, Pa. (ch. 8), opposes any change which would bring about restrictions on existing coverage, whether from reduction of present separation requirements, reduction of standards of maximum permissible effective radiated power and height, or any other means.

WTMJ-TV Milwaukee, Wis. (ch. 4), opposes any change in allocations accomplished by methods in derogation of existing services.

KFJZ-TV Fort Worth, Texas (ch. 11), opposes any action which would reduce mileage separations, powers and antenna heights of existing services, or in any way limit existing service areas.



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Here is the tallest structure in Wisconsin . . . taller than the giant Statue of Liberty (more than 3 times as tall . . . pedestal and all). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.

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Congratulations CBS!

. . . FOR GIVING SOUTH BEND-ELKHART TELEVISION VIEWERS THE TYPE OF PROGRAMS THEY PREFER. THE TOP 26 NETWORK TV PROGRAMS IN THIS AREA ARE CBS SHOWS—WSBT-TV CARRIES THEM ALL, EXCLUSIVELY.

The television audience surveys of the South Bend Market all tell about the same story. WSBT-TV DOMINATES the market. The latest survey, made by the American Research Bureau (Nov., 1955) gives further proof. It reveals that in the South Bend-Elkhart market . . .

- The top 26 network TV programs in this area are CBS shows—carried by WSBT-TV exclusively!
- The 31 most popular TV programs, both local and network—(37 of the top 40, and 42 of the top-rated 50!) are carried by WSBT-TV.
- During the prime evening viewing hours (6:00 to 10:30) almost 3 times as many people watch WSBT-TV as any other single station—the WSBT-TV audience is greater than the combined total of all other stations which can be seen in this area!
- When the same program was carried by all three local stations at the same time (President Eisenhower, Nov. 11), WSBT-TV enjoyed a viewing audience 14 times greater than the next closest station.

Get all the facts on WSBT-TV and its prosperous 14-county coverage area. Learn more about this remarkable market where 95% of the TV homes are UHF equipped to receive WSBT-TV. Write for free market data book.

FIVE TOP-RATED SHOWS OF EACH OF THE SOUTH BEND-ELKHART STATIONS—AND THE RATINGS OF EACH SHOW

WSBT-TV		STATION "A"		STATION "B"	
Program	Rating	Program	Rating	Program	Rating
1. $64,000 Question	57.0	Lux Theatre	24.2	Pro Football	21.4
2. I Love Lucy	56.6	Hit Parade	23.5	Disney land	19.6
3. Ed Sullivan	51.8	Perry Como	20.2	Lawrence Welk	18.0
4. I've Got A Secret	48.1	Roy Rogers	18.1	Rin Tin Tin	13.7
5. Climax	47.9	George Gobel	18.0	Dollar A Second	10.9

WSBT-TV

SOUTH BEND, IND.

CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

KPRC-TV Houston, Texas (ch. 2), opposes any lessening of mileage separations or reduction of tower heights which would degrade present tv service and substitute multiple urban service for rural service in many areas. Also WHAS-TV Louisville, Ky. (ch. 11).

WTTV (TV) Bloomington, Ind. (ch. 10), asks that ch. 4 be assigned to Indianapolis-Bloomington or, if possible, to Indianapolis, as contemplated in CBS Plan I, which WTTV supports. WTTV recommends that higher antenna heights be permitted for vhf stations in Zone I and opposes any reduction in separation between stations which it believes would result in a loss of service in rural areas.

WGAN-TV Portland, Me. (ch. 13) objected to comments by WTAO-TV Cambridge, Mass. (ch. 36), proposing to move ch. 13 to Cambridge.

WFIL-TV Philadelphia (ch. 6) and **WNBF-TV Binghamton, N. Y.** (ch. 12) (Triangle Publications), opposed a proposal by WIP Philadelphia to "create a new tv ch. 6A and the reallocation of chs. 5 and 6 in more than eight cities, including Boston, New York, Schenectady, Philadelphia and Richmond." Triangle reasserted its opposition to increase of antenna heights and maximum powers in Zone I.

KFBC-TV Cheyenne, Wyo. (ch. 5) (also permittee of KSTF [TV] Scottsbluff, Neb., on ch. 10), said only vhf is feasible in its Rocky Mountain area and opposed any deintermixture or vhf drop-ins. It approved satellite stations as a "first service" in an area and asked FCC consideration of applications for private intercity relays.

KCSJ-TV Pueblo, Colo. (ch. 5), said only vhf service is feasible in its Rocky Mountain area and that it opposes any reduction of vhf service, both in allocations and quality. The station would support use of satellite stations, but only in areas not now receiving service from any regular tv station.

KTTS-TV Springfield, Mo. (ch. 10), said it opposed disturbance of any existing service and that anyone proposing a change in the allocations plan should be required to submit data showing how the proposed plan affects existing service.

WPRO-TV Providence, R. I. (ch. 12), adopts Dow, Lohnes & Albertson group filing opposing proposals for "Limited and Degraded Channel Utilization" (see above).

WKY-TV Oklahoma City (ch. 4) and **WSFA-TV Montgomery, Ala.** (ch. 12), oppose all proposals which would reduce the maximum permissable antenna height and effective radiated power, minimum separation requirements or changes which would permit drop-in assignments at less than the minimum mileage seperation in their zones. Also WCAU-TV Philadelphia (ch. 10); WDEF-TV Chattanooga, Tenn. (ch. 12); KTVT (TV) Salt Lake City (ch. 4).

WMAL-TV Washington, D. C. (ch. 7), opposes all suggestions . . . "which would have the present capacity or future potentiality of bringing about restrictions on existing areas of coverage provided for by present rules. . . ." Also WBIQ (TV) Birmingham, Ala., (ch. 13); WTIQ (TV) Munford, Ala., (ch. 7); WAIQ (TV) Andalusia, Ala., (ch. 2); WKTV (TV) Utica, N. Y., (ch. 13); KEYT (TV) Santa Barbara, Calif., (ch. 3); KFYR-TV Bismarck, N. D., (ch. 5); WMAR-TV Baltimore, Md., (ch. 2); KMOT-TV Minot, N. D., (ch. 10); WOAI-TV San Antonio, Tex., (ch. 4); KGHL-TV Billings, Mont., (ch. 8); WBAY-TV Green Bay, Wis., (ch. 2); WDMJ-TV Marquette, Mich., (ch. 6); WIBW-TV Topeka, Kan., (ch. 13).

WMUR-TV Manchester, N. H. (ch. 9), declares that the Commission should not take any

bob maxwell
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charles lewis
faye elizabeth
jim deland
carl cederberg
budd lynch
fran harris
bill flemming

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STAY ALL DAY with WWJ

Hour after hour, Detroit home and auto radio dials stay put on 950. All day long, this popular kilocycle highway carries the messages of leading national and local advertisers. The reason is simple.

Only WWJ in Detroit features such an imposing array of microphone personalities, such outstanding newscasters, disk jockeys, sportscasters and woman commentators.

Only WWJ in Detroit presents NBC'S "Weekday" and "Monitor", bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

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WWJ AM-FM

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AM—950 KILOCYCLES—5000 WATTS
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action which would result in reduction of mileage separations, powers and antenna heights of existing services, or in any manner limit or reduce existing service areas. Also KTIV (TV) Sioux City, Iowa, (ch. 4); WTVY (TV) Dothan, Ala., (ch. 9).

KRCG (TV) Jefferson City, Mo. (ch. 13), opposes reduction in mileage separation between tv stations and objects to GE proposal to move all tv to uhf. Also KOMO-TV Seattle, Wash. (ch. 4); Mountain City Tv Inc., Chattanooga, Tenn. (ch. 3); KOTA-TV Rapid City, S. D. (ch. 3); WATE-TV Knoxville, Tenn. (ch. 6); KOOK-TV Billings, Mont. (ch. 2); WRVA-TV Richmond, Va. (ch. 12).

KOMA-TV Pittsburg, Kan. (ch. 7), says that until the FCC has "more quantitative information as to the present service that is available and determines what channels are to be used for television service, it will be dangerous, indeed, to adopt any of the basic changes which have so far been submitted." Also KFVS-TV Cape Girardeau, Mo., (ch. 12); KRDO-TV Colorado Springs, Colo., (ch. 13); WAZL-TV Hazleton, Pa., (ch. 63); WDBJ-TV Roanoke, Va., (ch. 7); WBDO-TV Orlando, Fla., (ch. 6); WFBG-TV Altoona, Pa., (ch. 10).

WKRC-TV (ch. 12) and **WTVN-TV** (ch. 6), both Cincinnati, declare that "rule making should not be adopted which will permanently limit television to the vhf band. This means that the CBS plan and similar proposals should be rejected."

WJAC-TV Johnstown, Pa. (ch. 6), and **WBNS-TV Columbus, Ohio** (ch. 10), oppose recommendations filed which either directly propose or would by their effectuation result in limited television channel utilization to exactly or substantially the presently allocated 12 vhf channels; radical "adjustments" in the allocation of the 12 vhf channels, i.e., the carving out of multiple additional vhf assignments degrading existing service.

VHF APPLICANTS

Maumee Valley Broadcasting Co. (applicant for ch. 11 in Toledo) asked dismissal of comments by WKNX-TV Saginaw, Mich. (ch. 57), that the FCC withhold final action on awarding ch. 11 in Toledo. Maumee deprecated an expressed fear by WKNX-TV that ch. 11 might be moved to Midland by reducing mileage separations and thus serve Saginaw. Maumee said that applicants for ch. 11 in Toledo have proposed sites on the other side of the city away from Saginaw and Midland, but that if the permittee proposed moving toward the Michigan cities the proposal could be taken by the FCC on its own merits.

WVJS Owensboro, Ky. (applicant for ch. 9 at nearby Hatfield, Ind.), asked dismissal of comments by three firms asking that a uhf channel be substituted at Hatfield for the purpose of deintermixing Evansville, Ind., and Louisville, Ky., and to add one uhf channel at Bowling Green, Ky. WVJS said ch. 9 had been assigned at Hatfield at WVJS' request, after lengthy hearings, and that the public interest and rights of the ch. 9 applicants require the channel be unchanged.

WIBC Indianapolis, applicant for ch. 13 there (for which an examiner has favored Mid-West Tv Corp., Indianapolis), objected to a proposal by WKLO-TV Louisville, Ky. (ch. 21), to move co-channel 13 at Bowling Green, Ky. (for which no application is pending), to Louisville.

WPTF Raleigh, N. C. (applicant for ch. 5 there) opposed a request (made before the present proceeding) by WNAO-TV Raleigh (ch. 28) that vhf ch. 5 be deleted from Raleigh and an unspecified uhf channel substituted.

WJAX Jacksonville, Fla., applicant for ch. 12 there, opposed comments by WOBS-TV Jacksonville (permittee for ch. 30 there) asking deintermixture insofar as affects the ungranted ch. 12 there.

WCAE Pittsburgh, applicant for ch. 4 Irwin, Pa., opposes any change which would result in deterioration of curtailment of service and asks that if any substitution of a new vhf channel for ch. 4 is made WCAE be given an opportunity to amend its present application without losing any rights with regard to ch. 4.

WIRL Peoria, Ill., applicant for ch. 8, opposes deintermixture proposals and CBS plan for substitution of supplemental vhf chs. 6-A, 6-B and 6-C for present allocations in Peoria.

WMBD Peoria, Ill., applicant for ch. 8, opposes deintermixture, generally and selectively, particularly with reference to Peoria; result of deintermixture would be to contract market size to immediate community served by uhf stations and would be "unwarranted interference with economic structure of this country."

Triad Tv Corp., applicant for ch. 10 at Parma-Onondaga, Mich., objects to proposal of ch. 57 WKNX-TV Saginaw, Mich., that FCC withhold final action on applications for ch. 10 Parma-Onondaga pending determination of rule making proceedings on overall allocations; asks early decision by FCC.

KPAC Port Arthur, Tex., applicant for ch. 4, opposes comments by Storer Broadcasting Co., Southern Radio & Equipment Co., GE and others which seek deletion of ch. 4 from Beaumont-Port Arthur; KPAC says area is already served by outside vhf's so predominant uhf operation is unworkable.

Allen B. DuMont Labs, applicant for ch. 5 Boston, opposes the request of WNET (TV)

NEWS

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. . . the TopekAREA audience prefers to view it on WIBW-TV, and also SPORTS, WEATHER, and FARM SERVICE, according to Dr. Forest Whan's TV Study of the TopekAREA, a free copy of which is yours for the asking.

TOPEKA, KANSAS
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SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

You Might Cycle Coast to Coast in 14½ Days—*

BUT . . . YOU NEED WKZO-TV TO PEDDLE GOODS IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
SATURDAY & SUNDAY 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The American Research Bureau Report, left, proves that WKZO-TV is the overwhelming favorite—*morning, afternoon and night*—not only in Kalamazoo and Grand Rapids, but in Muskegon and Battle Creek, as well!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasting with 100,000 watts from a 1000′ tower, WKZO-TV delivers its excellent picture to over 590,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

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100,000 WATTS • CHANNEL 3 • 1000′ TOWER

WKZO-TV

Kalamazoo-Grand Rapids
and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Donald Mainland did it (Santa Monica to New York) in May, 1953.*

Providence, R. I. (ch. 16), that the grant of ch. 5 to Boston be withheld because it might be necessary to require a ch. 5 transmitter location that would make possible use of ch. 6 in Providence with the most suitable adjacent channel separation.

The Times-Picayune Publishing Co., New Orleans (WTPS), favored by an examiner for ch. 4, said it was against disturbance of the service area of existing services and pending applicants; that the firm should retain its present favored status for any new vhf channel substituted for ch. 4; and that New Orleans should not be made all-uhf, as a Baton Rouge group has proposed.

Jacksonville Broadcasting Corp. (applicant for ch. 12, Jacksonville, Fla.), opposes any suggestion to make Jacksonville all uhf.

WMAY-TV Springfield, Ill. (applicant for ch. 2), opposes proposals of Plains Television Corp., Prairie Television Co. and Signal Hill Telecasting Corp. to delete ch. 2 from Springfield.

San Francisco-Oakland Tv Inc., Oakland, Calif. (applicant for ch. 2), opposes any and all proposals for the lowering of present allocation standards for Zone II.

Sangamon Valley Television Corp., applicant for ch. 2 in Springfield, Ill., declares "deintermixture in the Springfield market would result not only in gross inequities to the parties affected, but would be a distinct disservice to the residents of the area. . . ."

WCYB Bristol, Va.-Tenn., applicant for ch. 5, opposes any action which might reduce the station's service area in advance.

Anthony Wayne Tv Corp., one of seven mutually exclusive applicants for ch. 11, Toledo, O., opposes (1) request of Lake Huron Bcstg. *Corp. that final action be withheld, (2) any pro*posal for reduced service, (3) any proposal to move ch. 11 from Toledo.

WKHM Jackson, Mich., applicant for ch. 10, opposes (1) proposal of Lake Huron Bcstg. Corp. that final action on the Jackson application for ch. 10, Parma-Onondaga, Mich., be withheld, (2) any proposals to reduce the service area, (3) any proposal to delete ch. 10 from the Jackson, Mich., area.

WTIC Hartford, Conn., applicant for ch. 3, opposes proposals of WGTH-TV Hartford (ch. 18), WKNB-TV New Britain, Conn. (ch. 30), WHYN-TV and WWLP (TV) Springfield, Mass. (ch. 55 and ch. 22), WNET (TV) Providence, R. I. (ch. 16), to deintermix Hartford by deleting ch. 3.

WFDF Flint, Mich., applicant for ch. 12, opposes drop-ins, deintermixture, and other proposals which would tend to curtail ch. 12 services if and when it is granted.

WHDH Boston, Mass., applicant for ch. 5, opposes drop-ins, deintermixture, and other proposals which would curtail the service which would be rendered under the present allocation table if the station is granted channel.

WRAL Raleigh, N. C., applicant for ch. 5, opposes drop-ins, deintermixture, or other proposals which would curtail existing services or deprive the Raleigh area of the service which would be rendered it under the existing ch. 5 allocation.

WOMI Owensboro, Ky., applicant for ch. 9 in Hatfield, Ind., opposes drop-ins, deintermixture, or other arrangements which would curtail existing services or those services soon to come into existence.

WITV (TV) Ft. Lauderdale, Fla. (ch. 17), opposes any proposals to eliminate uhf and favors deintermixture as the only step which would ensure the preservation of uhf. Also WOBS-TV Jacksonville, Fla. (ch. 30); WGTH-TV Hartford, Conn. (ch. 18); WKNB-TV New Britain, Conn. (ch. 30); WHYN-TV Springfield, Mass. (ch. 55); WWLP (TV) Springfield, Mass. (ch. 22); WICS (TV) Springfield, Ill. (ch. 20), and WMGT (TV) Adams, Mass. (ch. 19).

WPFA-TV Pensacola, Fla. (ch. 15), and **KTAG (TV) Lake Charles, La.** (ch. 25) favor treating each problem on a case-to-case basis. Also WTVO (TV) Rockford, Ill. (ch. 39).

WMGT (TV) Adams, Mass. (ch. 19); **WWLP (TV) Springfield, Mass.** (ch. 20); **WICS (TV) Springfield, Ill.** (ch. 20); **WNOW-TV York. Pa.** (ch. 49); **WCMB-TV Harrisburg, Pa.** (ch. 27), and **WICC-TV Bridgeport, Conn.** (ch. 43), oppose relaxation of existing power-antenna height restrictions of vhf stations.

WNOW-TV (ch. 49), **WSBA-TV** (ch. 43), both **York, WCMB-TV** (ch. 27), **WHP-TV** (ch. 55), and **WTPA (TV)** (ch. 71), **Harrisburg,** all **Pennsylvania,** favor deintermixture of south-central Pennsylvania by deleting vhf ch. 8 (WGAL-TV Lancaster).

WIMA-TV Lima, Ohio (ch. 35), opposes any FCC action to amend allocations or degrade tv engineering standards without first issuing further notice of proposed rule making, giving full details. Also KPLC-TV Lake Charles, La. (ch. 7); WMT-TV Cedar Rapids, Iowa (ch. 2); WSVA-TV Harrisburg, Va. (ch. 3).

WNOK-TV Columbia, S. C. (ch. 67), urges the FCC to analyze and evaluate the various allocation proposals that have been made and then issue a tentative proposal of its own, giving the industry opportunity to comment specifically on the proposal. Also WGBH-TV, non-commercial educational station, Boston (ch. 2); WMBR-TV Jacksonville, Fla. (ch. 4).

WLEX-TV Lexington, Ky. (ch. 18), does not advocate change in allocation table which would put vhf channel in nearby Richmond, Ky., but wants first crack at such a channel if it is authorized by the Commission.

KBIC-TV Los Angeles, Calif. (ch. 22), calls *for legislation to force production of all-channel* television receivers; or deintermixture in Los Angeles so that city will have 10 vhf channels; or, if above are not acceptable, permission for tv stations to broadcast subscription television.

WGLV (TV) Easton, Pa. (ch. 57), supports CBS proposal to allocate a vhf channel in the Easton-Allentown-Bethlehem area.

WANE-TV Fort Wayne, Ind. (ch. 69), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), to move to Fort Wayne.

WAKR-TV Akron, Ohio (ch. 49), opposes plans to cover Akron by Cleveland tv stations; urges that if another vhf channel can be allocated to east Ohio it be given to WAKR-TV.

WKOW-TV and WMTV (TV) Madison, Wis. (ch. 27 and ch. 33), reaffirm their opposition to the introduction of a vhf station into Madison; urge deintermixture for the market.

WTOH Toledo, Ohio (ch. 79), and **WBID Detroit, Mich.** (ch. 50), resubmit proposal for channel changes which would deintermix both cities, making all commercial tv stations in Detroit vhf and in Toledo uhf.

WHUM-TV Reading, Pa. (ch. 61), opposes any proposal whose effect might be detrimental to WHUM-TV's existing service.

KTVI (TV) St. Louis, Mo. (ch. 36), requests the Commission deny all comments and proposals that would directly or indirectly preclude the relief of major metropolitan areas; that ch. 2 be immediately reallocated from Springfield, Ill., to St. Louis, Mo., or to St. Louis and Terre Haute, Ind., and that pursuant to amended Section 309(c) of the Communications Act, that ch. 2 be assigned to Signal Hill Telecasting Corp. [permittee of KTVI (TV)].

KEDD (TV) Wichita, Kan. (ch. 16), reiterated a prior petition (denied) looking toward the assignment of vhf ch. 8 to Hutchinson, Kan. The proposal suggested a method of overcoming the vhf-uhf intermixture problem in the Wichita-Hutchinson area.

WLEV-TV Bethlehem, Pa. (ch. 51), submitted an affidavit by an engineer which says that "the proponents of change in allocation plan, in general, have failed to produce engineering data which would assure consideration on the basis of up-to-date technical information."

WITH-TV Baltimore (ch. 72), opposes any proposal that is detrimental to it; asserts its right to full evidentiary hearing under Section 316 of the Communications Act of 1934.

WKJG-TV Ft. Wayne, Ind. (ch. 33), opposes proposal made by WINT (TV) Waterloo, Ind. (ch. 15), permitting a station licensed to a community of under 50,000 to be identified as located in an adjacent larger community.

KTVQ (TV) Oklahoma City (ch. 25), favors treating each problem on a case-to-case basis and in markets where additional vhf channels must be allocated, existing uhf permittees and licensees should be assigned the new channels.

WBGR (AM) Jesup, Ga., favors proposal submitted by WOBS-TV Jacksonville, Fla. (ch. 30), recommending reallocation of tv channels in southeast Georgia and northeast Florida.

WICC-TV Bridgeport, Conn. (ch. 43), opposes proposal to increase power of uhf stations to 5 megawatts. Also WWLP (TV) Springfield, Mass. (ch. 22).

KVDO-TV Corpus Christi, Tex. (ch. 22), opposes Mullaney and CBS plans and all others which would curtail uhf.

WJHP-TV Jacksonville, Fla. (ch. 46), said it was against any modification or curtailment of its existing service, asked for "at least three fully competitive tv channels" in Jacksonville and for no new vhf channels which would require conversion.

WNDU-TV South Bend, Ind. (ch. 46), said it was against any modification of any present authorization for the station or that deteriora*tion or curtailment of its service be caused. It* asked that if the South Bend-Elkhardt and Ft. Wayne markets are made vhf, as proposed by CBS, that there be no intermixture between new and old vhf channels and that only existing uhf stations be allowed to compete for them.

WLBC-TV Muncie, Ind. (ch. 49), opposes proposals for tower height increases with maximum power for vhf stations in Zone I.

KCCC-TV Sacramento, Calif. (ch. 40), suggests utilization by commercial interests of educational vhf reservations not in use, shifting educators to uhf, with particular reference to Sacramento, allowing KCCC-TV to switch to ch. 6; opposes additional vhf allocations.

WLAP-TV Lexington, Ky. (ch. 27), asks reconsideration of its proposal to amend FCC rules to include northern Kentucky in Zone I and assign ch. 4 to Lexington.

WSBT-TV South Bend, Ind. (ch. 34), calling itself typical of uhf stations operating in so-called "island" situations, asks that it either be protected in its present operations or afforded adequate relief in event of changes in the allocation practices under which it was brought into being. Also WBEE-TV and WILK-TV Wilkes-Barre, Pa. (chs. 28 and 34, respectively).

WTVK (TV) Knoxville, Tenn. (ch. 26), asked for assignment of a third commercial vhf channel in Knoxville or in the alternative to make ch. 10 there (awarded to WBIR Knoxville Jan. 13) educational, substituting for it educational ch. 20, thus giving Knoxville one vhf and two uhf commercial outlets and one educational v.

WHK-TV Cleveland, Ohio (ch. 19), asked the FCC to provide at least one more vhf channel in Cleveland in addition to the three vhf assignments already made there.

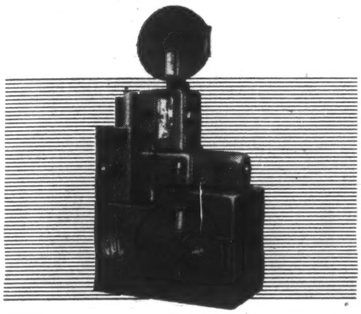
FM COMMENTS

WHOM-FM New York City claims that any shift in frequency "is bound to cause great con-

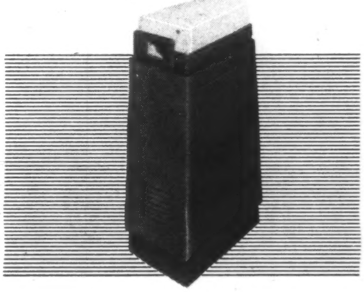
leadership . . .

. . . for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

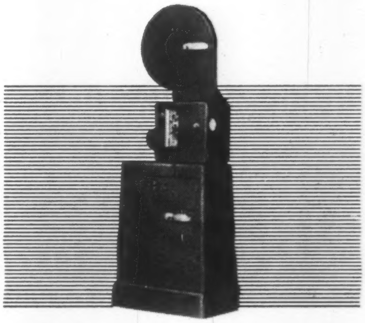
6 outstanding examples



GPL 35mm. Telecast Projector gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

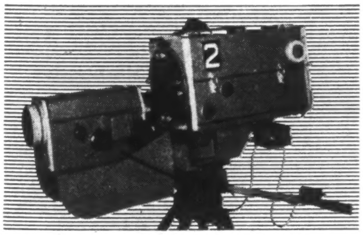


GPL Three-Vidicon Color Film Chain provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

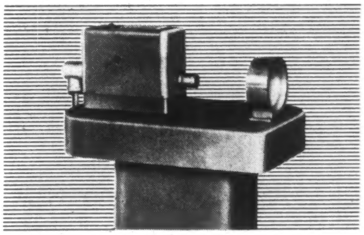


GPL 16mm. Telecast Projector provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

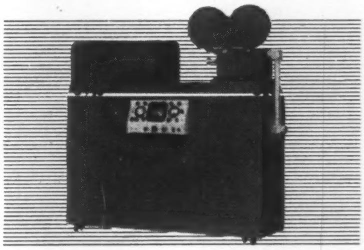
GPL-Watson Vari-Focal Lens gives high definition equal to that of fixed-focus cameras. 3" to 30' focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Simply operated from camera or control room.



GPL Vidicon Film Chain provides improved picture sharpness and contrast, and better film transmission. Operates unattended. It is the most advanced black and white equipment available for new stations. In existing stations, can replace iconoscope overnight; using same projectors, master and utility monitors, racks. Long-life vidicon tube; stable black level; easy to multiplex.



GPL Video Recording System is used in over 90% of all video-recording-equipped studios in the country. It is a thoroughly integrated system providing finest picture resolution and grey scale with high quality recorded sound. Does not require exact synchronization between local power frequency and incoming video, so permits recording of signals from remote locations.



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AMERICAN RESEARCH BUREAU

announces the

1956 METROPOLITAN ARE

Surveyed Jan. 10 thru Feb. 5 and to be issued February 20, 1956

. . . presenting reception and tune-in preference data for 225 key TV-served market

Now, for the second year, ARB makes available to the broadcast industry the results of comprehensive and significant research into coverage and viewing habits in TV's problem areas. This new 1956 study is an enlargement of ARB's now well-known "Abilene to Zanesville" survey released early in 1955. The first "A-to-Z" report proved to be one of the most widely accepted and valuable broadcast measurement studies ever produced, and the bigger 1956 study will be even more useful to broadcast buyers and sellers.

Many key markets reported in the 1956 study are served *only* by TV stations located *outside* their own area, providing an excellent cross-reference to station coverage and viewer acceptance.

For each of the 225 markets (see list), these facts will be reported: 1) Percent homes having TV (including UHF saturation); 2) Stations operating in the area with percent of TV homes able to receive; 3) Stations viewed most (with 1st and 2nd preference) for daytime and evening.

ALABAMA
- Decatur
- Dothan
- Florence-Sheffield
- Gadsden
- Selma

ARKANSAS
- El Dorado
- Fayetteville
- Fort Smith
- Texarkana

CALIFORNIA
- Chico
- El Centro
- Merced
- Salinas-Monterey
- San Luis Obispo
- Santa Barbara
- Santa Cruz
- Tulare

CONNECTICUT
- Middletown
- New London
- Torrington
- Waterbury
- Willimantic

FLORIDA
- Daytona Beach
- Fort Myers
- Gainesville
- Ocala
- Panama City

GEORGIA
- Albany
- Athens
- Brunswick
- Columbus
- La Grange
- Macon
- Rome
- Savannah
- Thomasville-Tallahassee, Fla.
- Valdosta
- Waycross

IDAHO
- Idaho Falls
- Twin Falls

ILLINOIS
- Bloomington
- Centralia
- Danville
- Dixon
- Freeport
- Harrisburg
- Jacksonville

E COVERAGE STUDY

rkets

La Salle-Peru
Mattoon
NDIANA
Anderson
Bloomington
Lafayette
La Porte
Logansport
Marion
Richmond
Terre Haute
Vincennes
OWA
Burlington
Carroll
Cedar Rapids
Dubuque
Fort Dodge
Iowa City
Mason City
Ottumwa
Waterloo
ANSAS
Atchison
Coffeyville
Dodge City
Emporia
Manhattan
Salina
Topeka

KENTUCKY
Frankfort
Hazard
Lexington
Madisonville
Owensboro
Paducah
LOUISIANA
Lafayette
Lake Charles
Monroe
Natchitoches
MAINE
Augusta
Bangor
MARYLAND
Cumberland
Salisbury
MASSACHUSETTS
Lawrence
Lowell

North Adams-Pittsfield
Worcester
MICHIGAN
Battle Creek
Cadillac
Flint
Ironwood
Lansing
Port Huron
Traverse City
MINNESOTA
Bemidji
Brainerd
Duluth, Minn.-Superior, Wis.
Winona
MISSISSIPPI
Columbus
Greenville
Greenwood
Hattiesburg-Laurel
Natchez
Tupelo
MISSOURI
Cape Girardeau
Joplin
Kirksville
Poplar Bluff
St. Joseph
Sedalia

MONTANA
Helena
NEBRASKA
Beatrice
Grand Island
Lincoln
Norfolk
NEW HAMPSHIRE
Concord
Keene
Portsmouth
NEW MEXICO
Carlsbad
Clovis
Hobbs
NEW YORK
Elmira
Gloversville
Hornell
Ithaca
Jamestown
Kingston

Massena
Ogdensburg
Oneonta
Plattsburg
Poughkeepsie
Watertown
NORTH CAROLINA
Asheville
Burlington
Elizabeth City
Fayetteville
Hickory
New Bern
Rocky Mount
Salisbury
NORTH DAKOTA
Grand Forks
Jamestown
OHIO
Ashtabula
Canton
Chillicothe
Coshocton
Findlay
Lima
Portsmouth
Sandusky
Warren
Zanesville

OKLAHOMA
Ada
Ardmore
Enid
McAlester
Ponca City
Stillwater
OREGON
Eugene
Pendleton
Roseburg
Salem
PENNSYLVANIA
Bethlehem-Allentown
Easton
Erie
Hazleton
Lewistown
New Castle
Oil City
Pottsville
Reading

Sunbury
Uniontown
Williamsport
York
SOUTH CAROLINA
Anderson
Florence
Greenville
Greenwood
Myrtle Beach
SOUTH DAKOTA
Aberdeen
TENNESSEE
Jackson
TEXAS
Alice
Beaumont-Port Arthur
Brownwood
Bryan
Corpus Christi
Longview
Midland
Nacogdoches
Palestine
Paris
Victoria
Waco
VERMONT
Montpelier
Rutland
VIRGINIA
Bristol, Va.-Tenn.
Charlottesville
Danville
Lynchburg
Winchester
WASHINGTON
Walla Walla
Wenatchee
WEST VIRGINIA
Beckley
Bluefield
Clarksburg
Fairmont
Parkersburg
WISCONSIN
Eau Claire
Fond du Lac
Green Bay
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Kenosha
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fusion and to affect our operation seriously."

WVKO-FM Columbus, Ohio, opposes any suggestion that any portion of the fm band be reallocated for use by television.

WMMW-FM Meriden, Conn., opposes any suggestion that any portion of the fm band be reallocated for use by television.

WEOL-FM Elyria, Ohio, opposes any suggestion that any portion of the fm band be reallocated for use by television.

WHCU-FM Ithaca, N. Y., opposes all proposals seeking allocation of new vhf tv frequencies from that portion of the spectrum now allocated to fm broadcasting. Also **WEAW-FM Evanston, Ill.**

EDUCATIONAL COMMENTS

National Association of Educational Broadcasters (NAEB) opposes any allocation of the fm band that would cause "non-commercial educational stations to undergo great expense and hardship in changing frequencies."

KQED (TV) San Francisco, Calif. (ch. 9), opposes comments of KSAN-TV San Francisco proposing, in alternative, that educational channels be used commercially, except for three or four hours a day.

WIPR-TV San Juan, P. R. (ch. 6), opposes any proposal detrimental to WIPR-TV or educational tv in general.

MISCELLANEOUS

WVOK Birmingham, Ala. (am station), opposes suggestions regarding reduced mileage separations, drop-ins. Recommends tall towers. Also **WBAM Montgomery, Ala.,** and **William E. Benns Jr.,** Washington consulting engineer.

Barrow's Committee Makes Second Round

FCC's network investigating committee and special staff visited ABC, Mutual and station representatives last week, plans stops at AAAA and JWT today (Monday) and a talent agency tomorrow.

FCC's network investigating committee and its special staff late last week launched its second round of information-gathering visits in New York, which this time was to include station representatives and advertising and talent agencies as well as networks.

FCC Chairman George C. McConnaughey, Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, and Dean Roscoe Barrow of the U. of Cincinnati Law School, head of the special investigating staff, headed the delegation as it opened a five-day schedule with sessions with ABC President Robert E. Kintner and other ABC officials on Thursday. They held similar sessions with CBS and NBC early in January [B•T, Jan. 9].

The group moved to Mutual on Friday and was slated to meet with station representatives convened by Station Representatives Assn. Saturday. Its agenda for the rest of the visit included a meeting Monday with officials of a group of advertising agencies, arranged through American Assn. of Advertising Agencies, and conferences with talent agency executives on Tuesday.

The meeting with advertising agencies is scheduled to start at the AAAA headquarters and includes a tour of the offices of J. Walter Thompson Co. The talent agency meeting, to be held at FCC quarters at 90 Church St., is expected to include representatives of William Morris Agency, MCA, and others. Dean Barrow has made it plain that the group does not intend to confine its talks to either the New York area or the larger firms and organizations. It also plans to meet subsequently with smaller agencies, network affiliates and independent stations, and with film producers and distributors. A meeting with film people had been sought as part of the current visit but had to be deferred for lack of time.

Purpose of the sessions, like those with CBS and NBC last month, are primarily to acquaint the committee and its staff with the fundamentals of radio and tv operations.

In the ABC meeting Thursday, the group also heard a reiteration of that network's views on the need for additional tv stations in important markets in order that ABC-TV may operate on a more equal competitive footing with the other tv networks.

ABC participants in the session, in addition to President Kintner, included Harold L. Morgan Jr., vice president and controller; Ernest Lee Jahncke Jr., vice president and assistant to the president; Frank Marx, vice president for engineering and general services; Robert Lewine, vice president for television programming and talent; John Daly, vice president for news, special events, sports and public affairs; Slocum Chapin, vice president for tv network sales; Mrs. Geraldine B. Zorbaugh, secretary

A HAIL of MAIL

from As Far As 120 MILES AWAY!

Talk about *COVERAGE!* WKHM has it! Our recent mail poll proved beyond the least shadow of doubt that WKHM not only covers Jackson thoroughly, but reaches a tremendous audience in cities and towns as much as 120 miles from here. Our mail bag is always full because we've got the power to reach untold thousands of homes for many miles around . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

Save up to 15%
By buying 2 or more of these Powerful Stations
BUY ALL 4 STATIONS . . . SAVE 15%
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WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Get the Jack out of Jackson on
WKHM
JACKSON, MICHIGAN
Fred A. Knorr, *President*
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Jackson Broadcasting & Television Corp.
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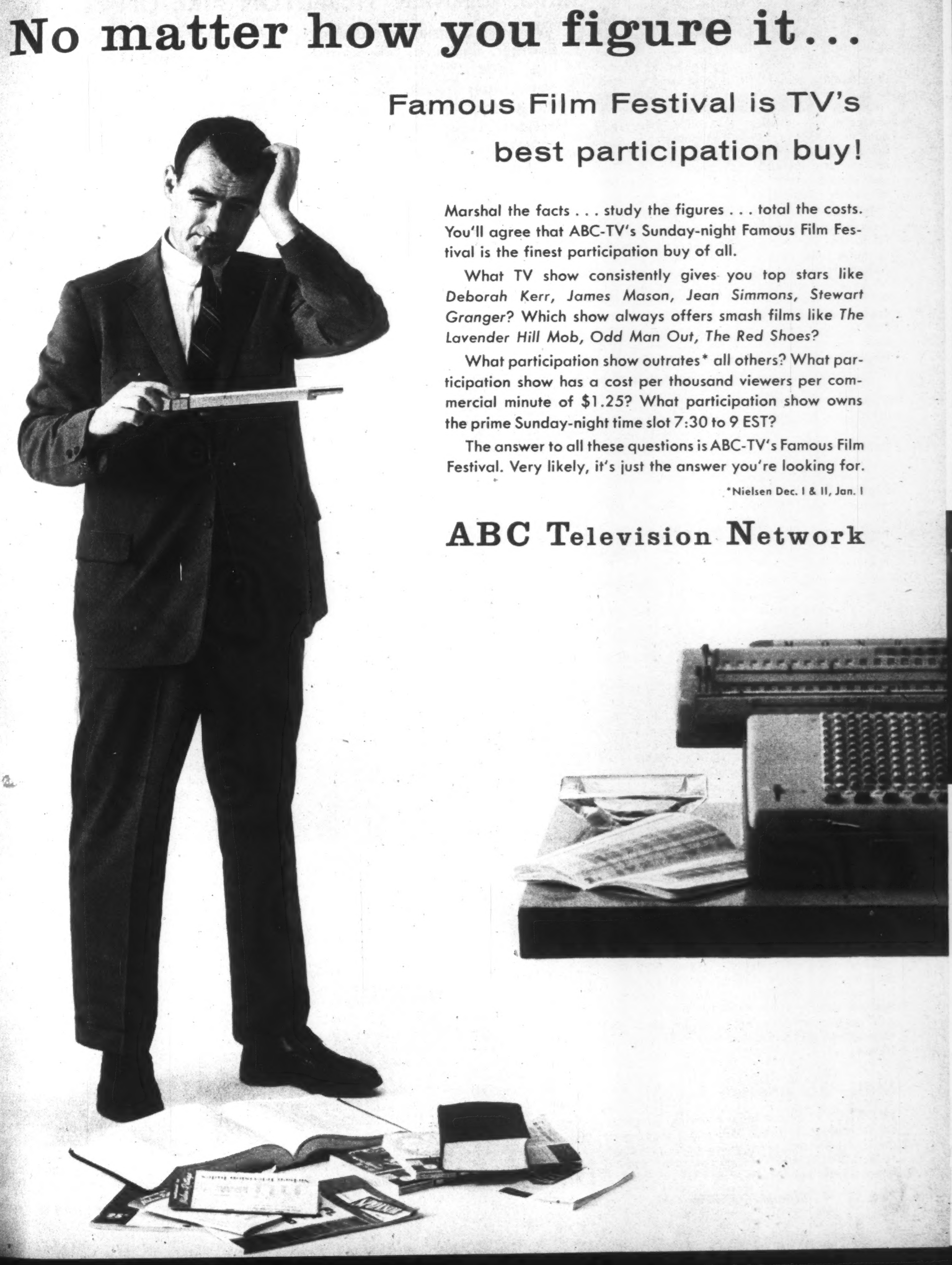

No matter how you figure it...

Famous Film Festival is TV's best participation buy!

Marshal the facts . . . study the figures . . . total the costs. You'll agree that ABC-TV's Sunday-night Famous Film Festival is the finest participation buy of all.

What TV show consistently gives you top stars like *Deborah Kerr, James Mason, Jean Simmons, Stewart Granger*? Which show always offers smash films like *The Lavender Hill Mob, Odd Man Out, The Red Shoes*?

What participation show outrates* all others? What participation show has a cost per thousand viewers per commercial minute of $1.25? What participation show owns the prime Sunday-night time slot 7:30 to 9 EST?

The answer to all these questions is ABC-TV's Famous Film Festival. Very likely, it's just the answer you're looking for.

*Nielsen Dec. I & II, Jan. I

ABC Television Network

and general counsel, and Gene Accas, director of sales development and research, who was making one of his last official appearances for ABC before moving to Television Bureau of Advertising this week [B•T, Jan. 23].

The Mutual group will be headed by Executive Vice President John B. Poor and is slated to include George Ruppel, vice president and treasurer; Harry Trenner, vice president in charge of sales; Robert A. Schmid, vice president in charge of advertising and public relations; Robert Monroe, vice president in charge of programs; Richard Puff, director of research and planning; and Robert Carpenter, director cf station relations and co-op programming.

In addition to an appraisal of industry operations from the station representative's viewpoint, the SRA meeting Saturday—to be held at the Ambassador Hotel—was expected to encompass questions as to the right of networks to represent affiliates for the sale of spot advertising. Representatives have traditionally opposed network operation in this field and SRA's predecessor organization carried the battle before the FCC in the late 1940's in a proceeding that was never finally decided.

The representatives' group at the session with FCC was to be headed by SRA President Adam Young, of the radio and tv representation firms bearing his name, and Larry Webb, SRA managing director. Other scheduled participants included Lewis H. Avery, Avery-Knodel; Frank M. Headley and Frank Pellegrin, H-R Representatives; Ed Fitzsimmons, Weed & Co.; Eugene Katz and Dan Denenholtz, Katz Agency; Robert Meeker, Robert Meeker Assoc.; John Blair, John Blair & Co.; William H. Weldon, Blair-Tv; Lloyd Griffin and George Castleman, Free & Peters, and John Pearson and Russ Walker, John E. Pearson Co.

The meeting at AAAA will be divided into three sessions, one in the morning on media evaluation and timebuying, one in the afternoon on programming and administration, and one in late afternoon on management. President Frederic R. Gamble will head the AAAA delegation.

Participants at the media meeting are slated to include Kenneth Godfrey, AAAA vice president and secretary to the committee on broadcast media; Frank Silvernail, BBDO, chairman of the AAAA committee on broadcast media; Ned Midgeley, Ted Bates & Co.; Sidney W. Dean Jr., McCann-Erickson, and Leonard Matthews, Leo Burnett Co., Chicago.

At the programming and administration session will be Richard Scheidker, AAAA vice president and secretary to the committee on tv and radio administration; John F. Devine, J. Walter Thompson Co., chairman of the AAAA tv and radio administration committee; Rodney W. Erickson, Young & Rubicam; Lewis Titterton, Compton Adv., and T. J. McDermott, Benton & Bowles.

The list of participants for the management session had not been completed last Friday, but it is expected to include William B. Lewis, president of Kenyon & Eckhardt, and Clifford L. Fitzgerald, president of Dancer-Fitzgerald-Sample, among others. AAAA staff executive will be Richard Turnbull, vice president and secretary to the committee on agency administration.

Miller Resignation Accepted

PRESIDENT Eisenhower accepted Thursday the resignation of Justin Miller as a member of the U. S. Advisory Commission on Information. Judge Miller is NARTB legal consultant and ex-board chairman.

REPS. BEAMER, HESELTON FIRE ON FCC

'We were a little too trusting,' Beamer, author of bill regarding 'discrimination' against newspaper applicants for radio-tv facilities, says of FCC actions. Heselton charges FCC comments are 'evasive' and ambiguous.

TWO congressmen last week were on the receiving end of a House subcommittee's questions—after being on the giving end the week before—concerning a bill which would prohibit "discrimination" against a radio or tv license applicant who already holds interests in newspapers or other media "primarily engaged in the gathering and dissemination of information."

Rep. John V. Beamer (R-Ind.), author of one of two identical anti-discrimination bills (HR 6968, HR 6977), was the first to testify before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.).

He was followed by Rep. John W. Heselton (R-Mass.). Both are members of the parent committee, but not of the subcommittee.

Rep. Beamer told fellow congressmen he thought "we were a little too trusting" in accepting the FCC's word that it would not discriminate against newspapers in granting radio and tv licenses in comparative proceedings. He referred to a Senate-House conference committee's deletion of essentially the same provisions as now proposed from the McFarland Act, which amended the Communications Act in 1952.

REP. BEAMER

Rep. Heselton called the FCC's comments, adopted on the twin bills last Nov. 9, "one of the most evasive specimens of ambiguity that I have ever read." The FCC comments opposed the two bills.

Referring to the FCC's denial of licenses to two newspaper groups in Ft. Wayne, Ind., Rep. Beamer said the losing newspaper applicants felt they were discriminated against. One, the *Journal-Gazette*, has its case in the U. S. Court of Appeals, he said.

The other, the *News-Sentinel*, did not appeal because the newspaper thought an appeal was useless on account of the FCC's attitude toward newspaper applicants, he said.

A third applicant, the Bitner interests (WEOA), was denied a tv channel at Evansville, Ind., because of multiple ownership of other radio-tv facilities (WFBM-AM-TV Indianapolis, WFDF Flint, Mich., WOOD-AM-TV Grand Rapids, Mich.), he said. He said Bitner also was denied tv at Flint, and because of these denials has sold WEOA.

Referring to a B•T article dated Nov. 1, 1954, on FCC's diversification practices and policies, Rep. Beamer said this "piece prompted me more or less to take action" by introducing the antidiscrimination bill.

He said the FCC has made grants to non-newspaper applicants in 10 of 12 cases processed since the lifting of the freeze. He quoted a statement by former FCC Chairman Wayne Coy in the Hearst Radio case that the FCC should prefer the non-newspaper applicant unless there are "overriding considerations."

Rep. Harris said the Senate had passed the McFarland Act without the antidiscrimination amendment in 1952, but that the House version included it. He said it was thought at the time that if the amendment was included, the FCC would be mandated to prefer the newspaper.

Mr. Beamer submitted a brief on the 12 cases where newspaper interests have competed with non-newspaper interests. He said he felt Congress had indicated sufficiently in 1952 its intent that newspapers should not be discriminated against. The same applies to multiple ownership applicants, he said.

Asked by Rep. Walter Rogers (D-Tex.) if he thought an applicant's ownership of newspapers or other media should not be considered "for any purpose" by the FCC in making a grant, Rep. Beamer said he did except as it affects the public interest. He told Rep. James I. Dolliver (R-Iowa) he would not eliminate the factor entirely—only when it has been a "deterrent" where newspapers or existing other media have tried to get tv channels.

He said in the two cases of the 12 in which the FCC had found in favor of newspaper groups, there was "very little competition."

Rep. Carl Hinshaw (R-Calif.) said he felt the FCC diversification policy has been "spotty" in California's San Joaquin Valley, where, he said, the McClatchy interests have "practically a monopoly" of newspapers and radio and tv.

Rep. Hinshaw said that although the late Mr. McClatchy's will recorded him as favoring public ownership in production of electric power, there are no other media spokesmen except the McClatchy properties in the San Joaquin Valley.

Rep. Beamer asked if this did not speak for "spelling out" legislation against monopolistic conditions.

Rep. Hinshaw said it depended on the size of the community. Complete control of newspapers would not be the same in cities like Los Angeles, Chicago and New York, as ownership of a newspaper in a community so small it could support but one newspaper. He said he didn't know where to draw the line and added, "You'll have difficulty in directing the FCC by law or policy" against discrimination.

Rep. Harris commented that if the FCC reached such an impasse as not to have the authority to consider newspaper ownership in making grants, then the FCC would have to "drum up" other reasons for making its decisions.

Rep. Beamer said such decisions might be made in "the public interest."

Rep. Harris said FCC has promulgated no rules on diversification.

"Except by precedent," Rep. Beamer replied.

Rep. Joseph P. O'Hara (R-Minn.) expressed concern over ownership by one interest of the newspapers, a radio station and a tv station in one community.

Rep. Beamer said the FCC claims newspaper ownership is not the sole factor it considers in making a competitive grant, but he thought a study would indicate this factor is the "principal" one if not the "sole" one.

Rep. Heselton, in making his statement, said he is not interested in any applicant. He said

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THIS IS MCA TV

FILM SYNDICATION

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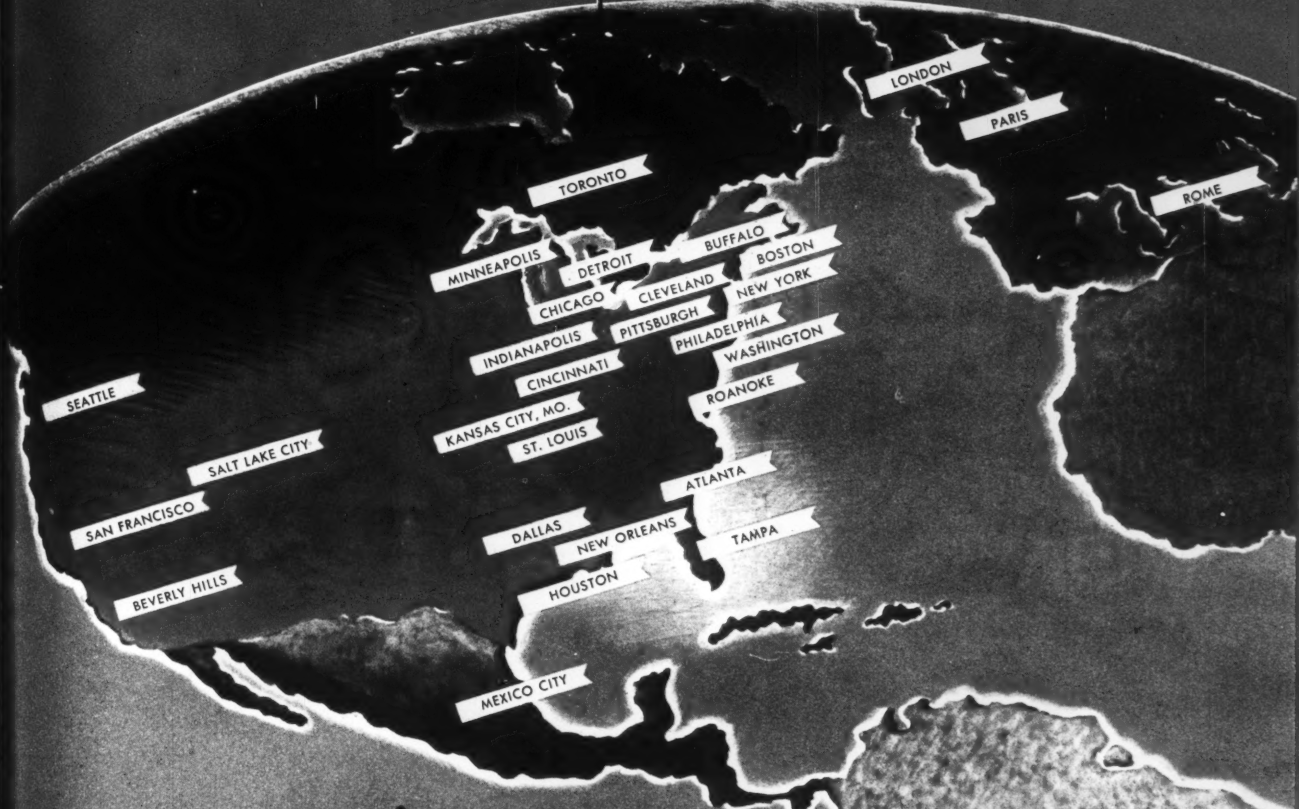
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WALTER GREAZA

DERAL MEN

l-packed dramas based on
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Treasury Department. First-run-
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r national sponsorship by The
en Company and Chevrolet.
It can sell for you!

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Y LOMBARDO

ROYAL CANADIANS

ica's No. 1 Musical Favorite
he TV top! Each film features
nous girl vocalist, guest stars,
he entire Lombardo aggrega-
with "the sweetest music this
of heaven."

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JOHN HOWARD

. HUDSON'S
RET JOURNAL

irst TV dramatic series taken
the inspired writings of Lloyd
uglas, best-selling author of
Robe. John Howard an immedi-
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wed with a strange power.

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BILL WILLIAMS

VENTURES OF
IT CARSON

1 Western of all Westerns!
ored nationally by Coca Cola
ur years, it stars Bill Williams
famous frontiersman. 52 of
true-to-history films are first-
all but 12 markets.

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MARK STEVENS

EADLINE

Stevens portrays crusading ed-
eve Wilson, in this series that
the network as "Big Town."
udget, documentary style
filmed on location at the Los
s Times.

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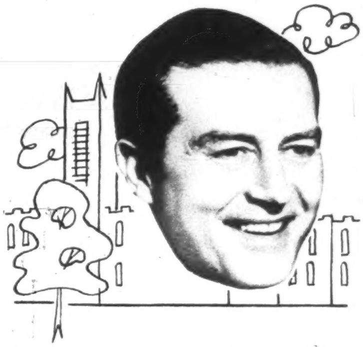
Western Features Starring

GENE AUTRY

Hottest program category on the air — lowest cost per thousand homes in syndication! Top-budget Republic Pictures Corporation features starring Gene Autry and a cast of top supporting players.

56 hour-long features



THE

RAY MILLAND

SHOW

Oscar-winner Ray Milland at his funniest as a witty, girl-bedevilled professor of dramatics. Situation comedy that tickled millions for two straight years on the CBS network, with General Electric sponsoring.

76 half hours

LOUIS HAYWARD

THE LONE WOLF

Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue. No expense has been spared in this pulse-quickening series filmed round-the-world.

39 half hours

HEART OF THE CITY

One of the most popular newspaper series to hit TV! Captures all the action and drama behind the headlines. Pat McVey, Jane Nigh star. (Also known as "City Assignment.")

91 half hours

PAUL HARTMAN

PRIDE OF THE FAMILY

A hilarious comedy series to amuse the entire family. Stars Paul Hartman, the incomparable zany loved by millions. Try an audition, and laugh your head off!

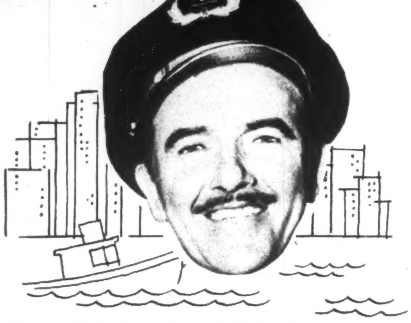
40 half hours

Western Features Starring

GENE AUTRY

Hottest program category on the air — lowest cost per thousand homes in syndication! Top-budget Republic Pictures Corporation features starring Gene Autry and a cast of top supporting players.

56 hour-long features



PRESTO

WATE

Year's greatest
#1 rating in m
ton Foster turns
formance in the
with a family
tically filmed
Angeles harbor.

78 half hours

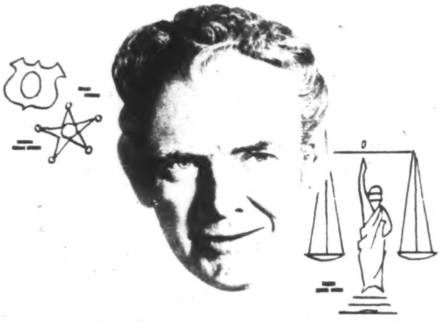
THE

RAY MILLAND

SHOW

Oscar-winner Ray Milland at his funniest as a witty, girl-bedevilled professor of dramatics. Situation comedy that tickled millions for two straight years on the CBS network, with General Electric sponsoring.

76 half hours



CHARLES

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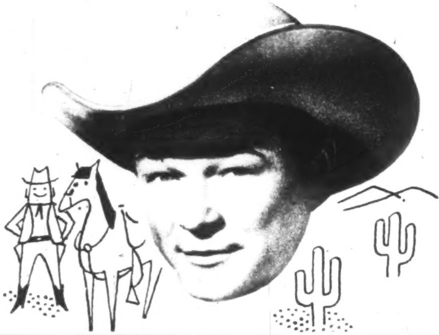
39 half hours

LOUIS HAYWARD

THE LONE WOLF

Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue. No expense has been spared in this pulse-quickening series filmed round-the-world.

39 half hours



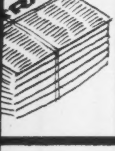
Western Fe

ROY R

Hottest program
— lowest cost p
in syndication!
lic Pictures Corpo
ring Roy Rogers
supporting play

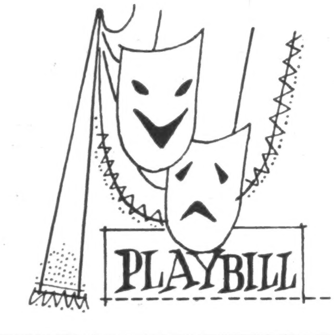
67 hour-long fe

HEART OF THE CITY



One of the most popular newspaper series to hit TV! Captures all the action and drama behind the headlines. Pat McVey, Jane Nigh star. (Also known as "City Assignment.")

91 half hours



CURTA

Big stars win big
tige anthology of
Ayres, Joan Ber
kins, Thomas Mit
son, Ann Sherida
Laraine Day, ma

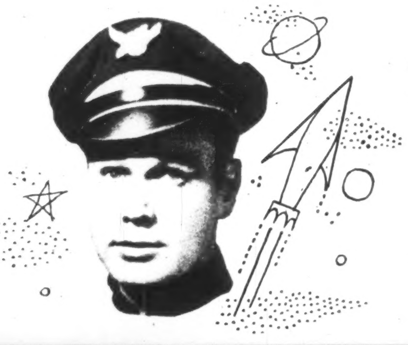
39 half hours

PAUL HARTMAN

PRIDE OF THE FAMILY

A hilarious comedy series to amuse the entire family. Stars Paul Hartman, the incomparable zany loved by millions. Try an audition, and laugh your head off!

40 half hours



ROCKY

SPACE

For the kids! — b
ship adventures
young "Space R
The first and fo
shows. Ask your
to show you its f

39 half hours

RESTON FOSTER

ATERFRONT

greatest syndicated film hit.
ng in myriad markets. Pres-
er turns in his greatest per-
e in these dockside dramas
family background. Realis-
filmed in picturesque Los
harbor.

hours

HARLES BICKFORD

AN BEHIND HE BADGE

and narrator, Charles Bick-
es viewers on true-life cases
ourageous law-enforcement
Taut first-run dramas filmed
y for syndication following
endous network stint.

hours

ern Features Starring

Y ROGERS

program category on the air
t cost per thousand homes
cation! Top-budget Repub-
es Corporation features star-
Rogers and a cast of top
ng players.

-long features

RTAIN CALL

win big ratings in this pres-
ology of great dramas. Lew
oan Bennett, Miriam Hop-
mas Mitchell, Gloria Swan-
Sheridan, Claude Dauphin,
Day, many others.

ours

ROCKY JONES

CE RANGER

ids! — breathtaking rocket-
entures with Rocky and his
Space Ranger" pal, Bobby.
and foremost of all space
sk your MCA TV salesman
you its full success story!

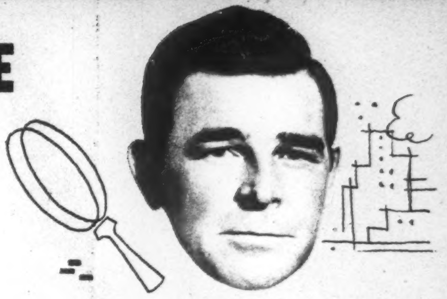
ours

ROD CAMERON

CITY DETECTIVE

A spellbinding series of metropolitan mystery and adventure starring the inimitable Rod Cameron. In its fourth year of successful selling . . . City Detective's popularity continues unabated in market after market.

65 half hours

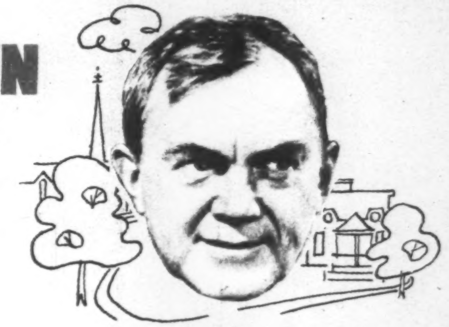


THOMAS MITCHELL

MAYOR OF THE TOWN

Drama full of the warmth and humor of America's grassroots. "Mayor" Thomas Mitchell gives a twinkling performance worthy of his Oscar award. No. 1 syndicated series in Chicago month after wonderful month. Huge ready-made audience.

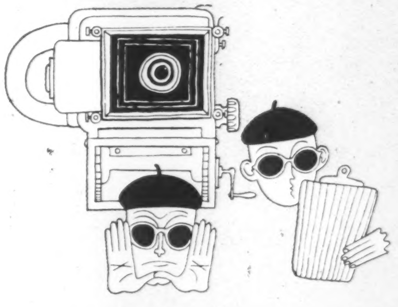
39 half hours



FAMOUS PLAYHOUSE

Syndication's most popular anthology of comedy, mystery, drama and adventure. Studded with famous Hollywood stars. New films added continually. "Famous Playhouse" is highly rated wherever shown!

Over **250** half hours

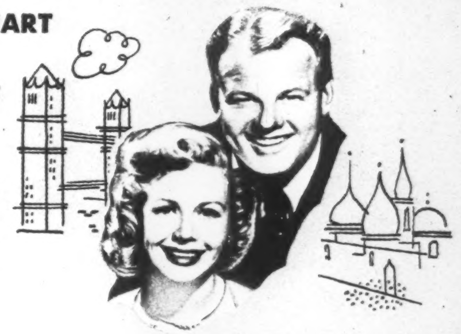


ALAN HALE, JR. RANDY STUART

BIFF BAKER, U.S.A.

Suspenseful, intriguing dramas filmed in the romantic cities of the world. Alan Hale, Jr. and Randy Stuart play a typical American couple who run the gauntlet of thrills and danger.

26 half hours



PLAYHOUSE "15"

Unique quarter-hour dramas running the gamut of adventure, mystery, comedy. Surprise endings with a terrific wallop. Perfect for strip scheduling! Filmed by the renowned Bernard Prockter, it spells "hard sell."

78 quarter hours

Stop press!

THREE GREAT NEW FIRST-RUN SERIES FILMED EXCLUSIVELY FOR THE SYNDICATION MARKET...

MCA LEADS THE WAY TO A BANNER YEAR FOR THE LOCAL AND REGIONAL BUYER!

First '56 Release

Most expensive, most talented, most IMPORTANT new TV film series ever offered for syndication!

AVAILABLE IMMEDIATELY — your biggest bet for massive audience appeal

Clooney sings, Clooney charms, Clooney woos and wows viewers (and sells!) like nobody else in show business!

CO-STAR WITH BING CROSBY in Paramount's all-time-high-gross "White Christmas"

12,000,000 Clooney Columbia records including sensational *"Come On-A My House"* and *"Tenderly"*

JUKE BOX QUEEN year after year . . . TV-RADIO NETWORK STAR

sings and sells for you! Nelson Riddle and his orchestra . . . the "Hi-Los" and outstanding top-of-the-top guest star talent each week . . . 39 stunning half hours featuring current hit songs in every show!

This series will not wait — call MCA today!

Watch for spectacular second and third releases later this year from MCA TV!

M

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pub

for

TV

king his statement, said
ny applicant. He said

only

MCA TV

FILM SYNDICATION

has this kind
of merchandising,
advertising and
publicity follow-up
for your
TV sales campaign!

make them

STOP,

LISTEN,

LOOK!

MCA TV offers every advertiser award-winning* promotions to build bigger audiences for your commercials . . .

Action-packed ads in mat form . . . ready for immediate release to newspapers and TV magazines

"Star material" . . . biographies, glossy photos, column items, action and portrait shots

Story synopses, newspaper and magazine articles, pre-opening, opening and follow-up releases

Personal appearances by *your* star in the markets of *your* choice

Prestige-building show coverage by syndicated columnists

Powerful on-the-air promotion . . . announcements, trailers, slides, telops

Crowd-stoppers galore . . . posters, window streamers, counter cards, throwaways, stickers, envelope stuffers, etc. . . . *at less than cost*

Personalized commercials — delivered by the star of your show

for audience promotion won by MCA TV Film Syndication Division in The Billboard's Annual Poll

said
said

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the FCC operates on the theory that "an irrefutable presumption is raised when newspaper ownership enters a case."

He asked what recourse the newpaper group had in the McClatchy case, in which the appeals court, in its decision backing the FCC's reversal of an examiner, said that although the examiner's decision "is strongly supported by proof," it saw no capriciousness or lack of substantial evidence in the FCC's reversal.

He said the FCC's disavowment that it discriminates against newspapers is "just a pious principle, and the sheer fact is that there is discrimination and there will continue to be discrimination unless Congress sees fit to speak."

Rep. Harris said Cranston Williams, general manager of American Newspaper Publishers Assn., has indicated he will testify on the bill later.

Patent Study Needed, Senate Group Reports

FURTHER investigation is necessary of the patent picture and the enforcement of the antitrust laws affecting patents in the "growing" electronics industry, according to a report by the Senate Patents, Trademarks & Copyrights Subcommittee headed by Sen. Joseph C. O'Mahoney (D-Wyo.).

The report called attention to antitrust actions of "major significance" and consent decrees involving electronics in the "past few years" and listed proposed legislation which will be submitted by Chairman O'Mahoney.

The subcommittee report noted that a government action has been filed against RCA charging an illegal patent pool in the electronics industry on patents acquired by RCA from GE, Westinghouse, AT&T and Western Electric.

Proposals for Action

The Senate group indicated it intends to submit the following legislative proposals for action by Congress:

(1) A statement of congressional intent that patents shall be issued only in accordance with the public interest, but shall not subsequently be held invalid except in clearly proved cases of fraud.

(2) Creation in the Dept. of Commerce of an agency to help inventors make their inventions more readily available to industry.

(3) The so-called 20-year bill to limit the term of a patent to 20 years from the date of filing of application and to not more than 17 years from the date of issuance.

(4) A bill to compel recording of license agreements.

(5) A bill permitting revocation of patents on motion of the Patent Office, interested persons or the attorney general.

(6) A bill to create so-called short-term or minor patents and patents of addition found in the laws of foreign countries.

(7) A bill for filing evidence of invention.

(8) A bill to simplify review of Patent Office decisions by eliminating one of the two alternative appeals now open to applicants.

(9) A bill requiring publication of interference counts after termination of the motion period and before taking of testimony so as to give warning to manufacturers of the possibility of delayed issuance of patents involved in interference between two applicants.

(10) A bill to establish a single court of patent appeals.

BUTLER ASKS EQUAL TIME EXEMPTIONS, BIPARTISAN SUPPORT OF STANTON PLAN

Democratic chairman, testifying before Harris subcommittee, endorses proposal for 'Lincoln-Douglas' debates with minor amendments to guarantee equal time to candidates of major parties and to make allowances for candidates of other parties that develop following.

DEMOCRATIC National Chairman Paul M. Butler told a congressional subcommmttee last week he is in favor of CBS President Frank Stanton's proposal to exempt stations and networks from the "equal time" provisions of the Communications Act for certain programs in which political candidates appear.

The following day (Wednesday) he wrote Republican National Chairman Leonard Hall asking the latter's support in pushing for bipartisan support of the proposal (HR 6810 in the House, S 2306 in the Senate), and asked Mr. Hall to join him in a request to the networks for "several" hours simulcast time, if the bill is enacted.

Mr. Hall declined to take any immediate action on Mr. Butler's proposal, saying that the GOP Convention still is six months away and "I would not presume to speak for or commit the candidate of that convention on such a matter." He said Mr. Butler's letter apparently reached news media before it reached GOP headquarters.

In testimony Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), the Democratic national chairman said he favored the Stanton plan with these reservations: That the bill be amended to (1) guarantee equal treatment to candidates of the major political parties and (2) provide similar treatment of the candidate of any third party that develops a significant following.

Mr. Butler submitted a prepared statement [AT DEADLINE, Feb. 6], afterward answering questions from congressmen on the Stanton proposal to allow networks and stations to present a qualified political candidate on a news, interview, forum, debate or similar program without being required to furnish equal time to all his opponents as provided by the present law.

CBS has said the Stanton proposal will allow the network to present the leading presidential candidates in a series of "Lincoln-Douglas" debates without being required to give "equal time" to candidates of small splinter and minority parties. CBS Vice President Richard Salant, testifying before the House group [B•T, Feb. 6], said networks and stations will be constrained from favoring the candidate of one party over another by the public interest mandate of the Communications Act and by public reaction to any biased treatment.

Southern members of the subcommittee asked Mr. Butler's views on what sort of treatment a third party, such as the States Rights Party in the 1948 presidential elections, might receive. Mr. Butler said this would depend on how large the party became.

He said the bill might be amended to provide that a party becomes entitled to "equal time" benefits based on its showing at the polls at the last election, with Congress setting a minimum percentage of total votes to qualify a party for equal time. Or, if the party is a new movement, it might be judged by the number of names it can get on a petition. He mentioned the figure of 500,000 petitioners. These methods have been suggested by the *Washington Post* (WTOP-AM-TV) [B•T, June 20, 1955], except that the *Post* mentioned a petition of 200,000-300,000 names.

Rep. Carl Hinshaw (R-Calif.) thought the difficulty and expense of circulating such a large petition list would be a drawback and might be as costly as the free time to be received. He indicated he did not believe petitions are reliable, anyway.

Rep. Peter F. Mack Jr. (R-Ill.) brought up the question of sale to a congressional candidate of time by some stations at national spot rates, while other stations sell time at the lower local rates.

Rep. Joseph P. O'Hara (R-Minn.) said this situation happened to him in the 1954 elections but that the "radio people" corrected the situation. He didn't know about the "tv people."

Rep. Robert Hale (R-Mass.) suggested that the proposed amendment might be amended to apply to presidential candidates only, because "there is where we feel an injustice in the present situation." He indicated that, except in primaries, elections on the state level have little trouble from a large field of candidates of varying parties. He said perhaps these groups within a state might be required to qualify for equal time by a percentage of past votes or by petition.

Rep. Walter Rogers (D-Tex.) said he didn't feel that a party should be treated unequally because of being small. Mr. Butler said the bill would not affect the rights of a minority party candidate to campaign, but would only give stations and networks the right to refuse him.

DEMOCRAT BUTLER

He favors the Stanton plan.

Asked by Rep. James I. Dolliver (R-Iowa) if he was in favor of time for political candidates at lower than commercial rates, Mr. Butler said he was, but that the broadcaster should get a "fair revenue" for his expenses.

Rep. John Bell Williams (D-Miss.) said there should be some sort of equal treatment for political issues, as well as candidates, but Mr. Butler said the Democratic National Committee is concerned only with candidates in regards to the present proposal.

In his letter to GOP National Chairman Hall, Mr. Butler asked Mr. Hall to join him, if the bill is enacted, in "urging all the networks to provide several hours during the campaign for a series of national 'town meetings' to place the presidential candidates of both parties before the electorate in a debate to be simulcast by all of the networks."

This would enable voters to evaluate the candidates' personalities and the parties' programs without the distractions of commercial programs and free from the "partisan fervors" of broadcast and telecast campaign rallies, he wrote.

He said he felt that with Mr. Hall's help, the networks would agree to provide the requested time. He told Mr. Hall that "we must act promptly . . . in order that . . . this great project will be passed with bipartisan support in this busy session of the Congress."

Mr. Butler's statement said the present Sec. 315 (a) is intended to provide fair and equal political discussion on the air, but if anything, it has tended to inhibit such discussion because the equal time concept "has been imposed so literally as to defeat itself."

The radio-tv industry is provided no discretion or flexibility and not only must provide equal time for members of the two major parties, but also for all other candidates, "no matter how frivolous they may be." Thus, he said, the industry finds itself in an impossible position, since it is impractical to put all the candidates on the air. The end result is to put none on, which is against the public interest, he said.

He said approval of the proposed amendment would be an incentive for most radio-tv stations to expand their election year activities. He added he felt confident most network programs would "objectively and honestly" present leading candidates and issues of the major parties.

But what of the minority, he asked—the sponsor of a network news or forum program with "an axe to grind" or a local station owner who sees in the amendment "an out" to "load" such programs with guests from one party?

Referring to Mr. Salant's testimony the previous week, citing public reaction as a safeguard to one-sided programming, Mr. Butler agreed that "such justice would *eventually* result."

But a campaign is short, he said, and the persons misusing the amendment would be shrewd. This one-sidedness might at first go unnoticed and public furor over such "stacking" of programs might not mount to remedial action until the campaign had ended and it was too late.

Mr. Butler said he believed that if Sec. 315 (a) is to be amended, provisions "must also be included to make certain there is no abuse, in any area, of this proposed amendment." Such safeguards also could come from the industry itself, he said, in "a strongly-worded, dedicated code," with enforcement among members and others guaranteed by such an organization as NARTB.

Or better still, he said, there might be included in the amendment a guarantee of equal time for all candidates of the *major* political parties. He felt sure this could be done "with reasonable protection for established minority parties and also for new parties which may emerge on the national scene." In later testimony, he offered to draft such a provision.

He suggested some such system as that proposed last summer by the *Washington Post*. The *Post* suggested that a party might be given standing for equal time if its candidate polled 1 million votes at the last election or mustered 200,000-300,000 signatures on a petition. Mr. Butler also suggested this might be achieved by a party through a minimum percentage of the last presidential vote.

NARTB Chief Attorney Robert Heald, testifying Wednesday before the same congressional group (see page 86), said the organization is not taking a stand on the Stanton proposal because of differences among its board members.

All Stations Not in Position To Rule on Red Ties—Heald

NARTB last week objected to a bill (HR 3789) which would deny members of the Communist Party or those determined as subversives or members of subversive groups the "equal time" provided to political candidates under Sec. 315 (a) of the Communications Act.

NARTB Chief Attorney Robert L. Heald, testifying Wednesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the "average licensee," particularly the smaller station, might have to have "a lawyer and a trained investigator" to prove a person is a member of such an organization and, in addition, would be asked to assume a judicial role. If he makes an erroneous determination, he also is open to liability for defamation, he said, and if he denies time erroneously, he would have to answer to the FCC for a violation of the equal time provisions of Sec. 315 (a).

He said that broadcasters would like to keep subversives off the air, but that the burden of determining their identities could better be placed on "some body better qualified to make these findings."

Men Who Know Akron Best*

BUY MOST on WAKR

IN AKRON...

WAKR IS 1st

IN LOCAL AND NATIONAL SALES

*Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

"WACKER"
The Leader
WAKR TOPS IN RADIO

RADIO-TELEVISION CENTER
853 Copley Road — Akron 20, Ohio

UAW COURT EDICT STIRS CAPITOL HILL

DECISION of a federal court in Detroit, dismissing an indictment charging United Auto Workers with illegal spending of union funds to support Democratic candidates in Michigan's 1954 election, **drew repercussions** on Capitol Hill last week.

Sen. Charles E. Potter (R-Mich.) said Congress will have to rewrite the Corrupt Practices Act if the ruling is sustained on appeal. "If unions can use their dues to make political contributions there is no reason why corporations can't use their stockholders' money for the same purpose," he said. "In my judgment, neither should be permitted to use money collected from members or stockholders against the will of some of the people from whom the money came."

Sen. Barry Goldwater (R-Ariz.) told the Senate the decision "opens the door for the influencing of federal elections by special interest groups which can make the wide-open corruption developed 50 years ago by the use of corporate funds seem trifling by comparison." He called for an immediate review of the law pertaining to federal elections to protect rights of citizens and to insure that members of unions will not be compelled, as the price of holding a job, to support, through their union dues, candidates or parties which they personally would oppose.

In his Feb. 3 decision Judge Frank A. Picard ruled the union did not violate the law when it sponsored a series of tv shows urging election of Patrick McNamara to the U. S. Senate and other Democrats to the House. The union was indicted July 20 by a federal grand jury, which charged the sponsorship violated the section banning political expenditures or contributions by banks, corporations or unions. While not ruling on constitutionality of the law, Judge Picard upheld the union position that sponsorship of the broadcasts did not constitute expenditures under the law.

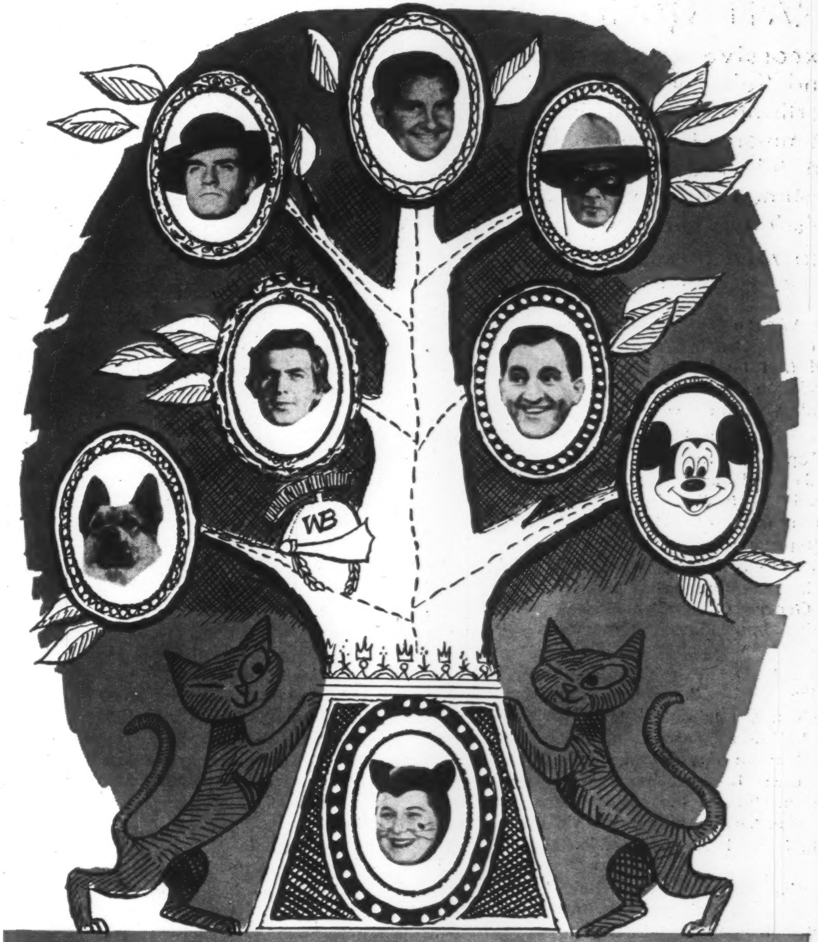
Judge Picard said to call the acts illegal "would jeopardize not only the right of every newspaper to print any political editorial . . . advocating one adversary over another . . . but it also may make remarks or speeches of any delegate or representative to a convention or gathering (other than a political meeting) subject to this act, where the expenses of that delegate are being paid for by a union or corporation."

Hagaman, N. Y., Satellite Granted to Albany Uhf

WROW-TV Albany, N. Y., for which sale approval to Lowell Thomas and associates is still pending before the FCC, was granted a construction permit for a satellite operation on ch. 29 in Hagaman, N. Y. At the same time, the FCC authorized the ch. 41 station to increase its power from 269 kw to 513 kw.

The satellite, on a channel assigned to Gloversville, N. Y., will use 251 kw effective radiated power with an antenna 700 ft. above average terrain. WROW-TV programming will be aired in its entirety. It was estimated that construction cost and first year operating cost would total $158,000.

Both grants were made with the proviso that they not prejudice such action as the Commission might take in connection with the pending sale approval.



KTRK-TV's family tree

The happiest Kitty you e'er did see
With a dog and a mouse in her family tree

Houston's big families — buying families are making KiTiRiK's family of ABC shows their first choice. Not only first in Houston — but well ahead of national average! Mickey Mouse Club is up 51% and Rin Tin Tin 15% greater than national ratings.

This didn't just happen! KTRK-TV has become the *family station* in Houston with better shows and better showmanship for all the family. For Houston's best availabilities, Houston's best buy — call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13
P. O. Box 12, Houston 1, Texas — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

SENATE QUESTIONS RADIO COMMERCIALS

Excessive commercialization and 'false or fraudulent' advertising criticized in Senate Commerce Committee hearing on television. Tv inquiry to resume Feb. 20 with FCC commissioners still testifying.

RADIO ADVERTISING—its content and its length—came under fire on Capitol Hill last week.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, revealed that he had asked the Federal Trade Commission what it was doing about "false or fraudulent" radio advertising.

Sen. A. S. Mike Monroney (D-Okla.) chided radio operators for "excessive" commercialization. He said that it was his experience driving across his state that broadcasters were giving "three minutes of entertainment in every 15 minute program."

Joined by Sen. John O. Pastore (D-R. I.), the three Democratic senators peppered FCC Chairman George C. McConnaughey with caustic remarks about alleged commercial abuses on the radio.

The subject led off the second open hearing last Tuesday in the Senate Commerce Committee's investigation of television. The two-and-a-half-hour session, conducted before a standing room only audience of Washington and out-of-town broadcasting representatives, was the resumption of the public hearing phase of the committee's inquiry in the vhf-uhf problem. The first was held three weeks ago [B•T, Jan. 30].

The hearing will resume Feb. 20 with FCC commissioners still on the witness stand. It is expected to continue through Feb. 21. Sen. Magnuson said he had 40 pages of questions collected from all members of his committee and staff to ask the FCC. He said he also hoped to take up the question of political broadcasting and to discuss the equal time provisions of the Communications Act.

Political broadcasting is one of the subjects on which a subcommittee of the House Commerce Committee has been holding hearings (see story, page 81).

Bulk of last week's session was devoted to completion of the prepared testimony by Mr. McConnaughey on what the FCC is doing to ameliorate the plight of uhf.

Sen. Magnuson called on the FCC to speed up its decision in the current allocations proceedings (see separate story, page 43). He repeatedly called on the commission to "vote."

In announcing that he had asked the FTC about radio commercials, the Washington senator said he was getting a little irritated about what he hears on the radio. "Call Sterling 3-6700," he intoned, mimicking a radio announcer amid laughter from the audience, "and get a tv set free of charge. Use it for 10 days. There is no obligation!" He then added: "I'd like to see the average person try and do it. The public is being bilked by these fantastic offers. Gimmicks, that's all they are, gimmicks."

A spokesman for the FTC acknowledged that it had received Sen. Magnuson's letter. He indicated that a reply had been sent.

The FTC regularly receives from individuals, business firms and others, complaints about false advertising. The federal agency checks on the validity of such charges, and if violations are found, moves against the advertiser.

Every three months, the FTC requests from all stations transcripts of commercial continuity for a selected 24-hour period. The FTC selects this date. Networks send copies of all their continuities for a selected eight day period once a month to the FTC. These are studied for possible violations.

Film and recorded advertising are checked by the FTC by having stations submit a list of advertisers. The agency checks these groups for advertising records, legitimacy of product.

The material submitted by the broadcasting medium is checked by FTC attorneys. The agency does no monitoring on a regular basis.

Sen. Monroney's concern was more on the length of commercials. Sen. Monroney observed that he had noted advertising excesses on radio since the advent of television. He said radio today seems to be 50% commercial and 50% entertainment. He asked Chairman McConnaughey whether the FCC had any rule regarding the length of commercials. Mr. McConnaughey said the FCC could only judge program balance at renewal time every three years. In answer to Sen. Monroney, Mr. McConnaughey said that he thought three minutes of commercials in every 15 minute program might be a good rule of thumb. The FCC chairman said NARTB has a code which spelled out such times.

The hearing was enlivened by Sen. Pastore's repeated statements that all he wanted was to see three vhf channels assigned to Rhode Island. At one point, the Rhode Island Democrat bluntly stated: "That's right, you cooperate with us and we'll cooperate with you."

The peppery Rhode Islander urged that all localities, large and small, have at least three outlets for network programs, and one local station. He asked whether additional vhf channels could not be procured by cutting back present vhf stations' power. "Too much power in some cities means no service in neighboring communities," he declared.

Sen. Pastore quizzed Mr. McConnaughey on tv time rates. He figuratively threw up his hands when it was observed that a 15-minute program on some stations might cost as much as $800-$900. This forecloses the corner grocery store from advertising, he observed. At the same time, those who do spend that much on time might only be interested in a particular community, not a whole area, he added.

Mr. McConnaughey said that there were 37.5 million tv sets in use. Of these, he estimated 7 million were equipped for uhf. Asked why manufacturers were not making all purpose receivers, Mr. McConnaughey said he presumed it was because of the competitive position in receiver sales. It cost about $30 additional to make an all-channel set compared with a vhf-only receiver, he explained.

Resumes Feb. 20

FOLLOWING the resumption of its open hearings on television Feb. 20, the Senate Commerce Committee will pick up again with four days of all-day sessions the week of Feb. 27, Chairman Warren G. Magnuson (D-Wash.) said Thursday.

At that time, representatives of the industry and the general public will be scheduled to appear, Sen. Magnuson said. He issued an invitation to individuals and organizations wishing to present views to write to him.

Among the subjects to be taken up, the senator said, would be uhf-vhf problems, allocations, subscription tv, network practices, service to smaller communities and FCC procedures.

The conversion problem brought a suggestion from Sen. Monroney that perhaps Congress ought to appropriate funds so that the FCC could develop a low cost converter. This was answered by FCC Chief Engineer Edward W. Allen Jr., who stated he thought the idea impracticable. Converter development is keyed to tube development, Mr. Allen told the Senators, and would require a major investment in complicated equipment. Mr. Allen, in answer to Sen. Monroney, said he had no evidence that manufacturers were dragging their heels in the development of uhf.

In answer to suggestions that the FCC get busy and make decisions on pending hearing cases, Mr. McConnaughey declared that that problem would be over in another 12 months. He pointed out that the FCC had already gotten tv to more than 90% of the people. Only 35-40 cases were left, he said, and then the whole problem would be over. "This is all much ado about nothing," he said.

Mr. McConnaughey's comment came after Sen. Magnuson had repeatedly called on the Commission to "act," and Sen. Monroney had attacked the Commission as "muscle-bound."

It was Congress that made the FCC muscle-bound, Mr. McConnaughey retorted. He referred to the protest provisions of Sec. 309 (c) of the Communications Act, passed by Congress in 1952. This was amended last month to give the FCC greater discretion in passing on protests.

The Senators expressed surprise when Mr. McConnaughey said he did not think that one vhf outlet in a uhf market would "kill" the uhf stations.

Doerfer's Views

Strong stand was taken by Comr. John C. Doerfer in his discussion of the principles of the 1952 Sixth Report and Order which established the basis for television allocations.

The two top priorities—that there should be service to all people and that there should be multiple local services—are "antithetical," Mr. Doerfer stated. Today, the problem is one of economics, he said.

Basically, he said, his concern is with the people in the perimeters of a city's station. The key question, he declared, is whether the Commission must encourage local competition, disregarding rural and country service, or plump for wide area coverage even if it means lessened competition in the market.

Deintermixture is not the answer, the Wisconsin commissioner declared. Deintermixture will only subtract intermixed markets, give manufacturers less incentive to make all-channel sets. "A year ago," he said, "the problem was conversions; now it's programs."

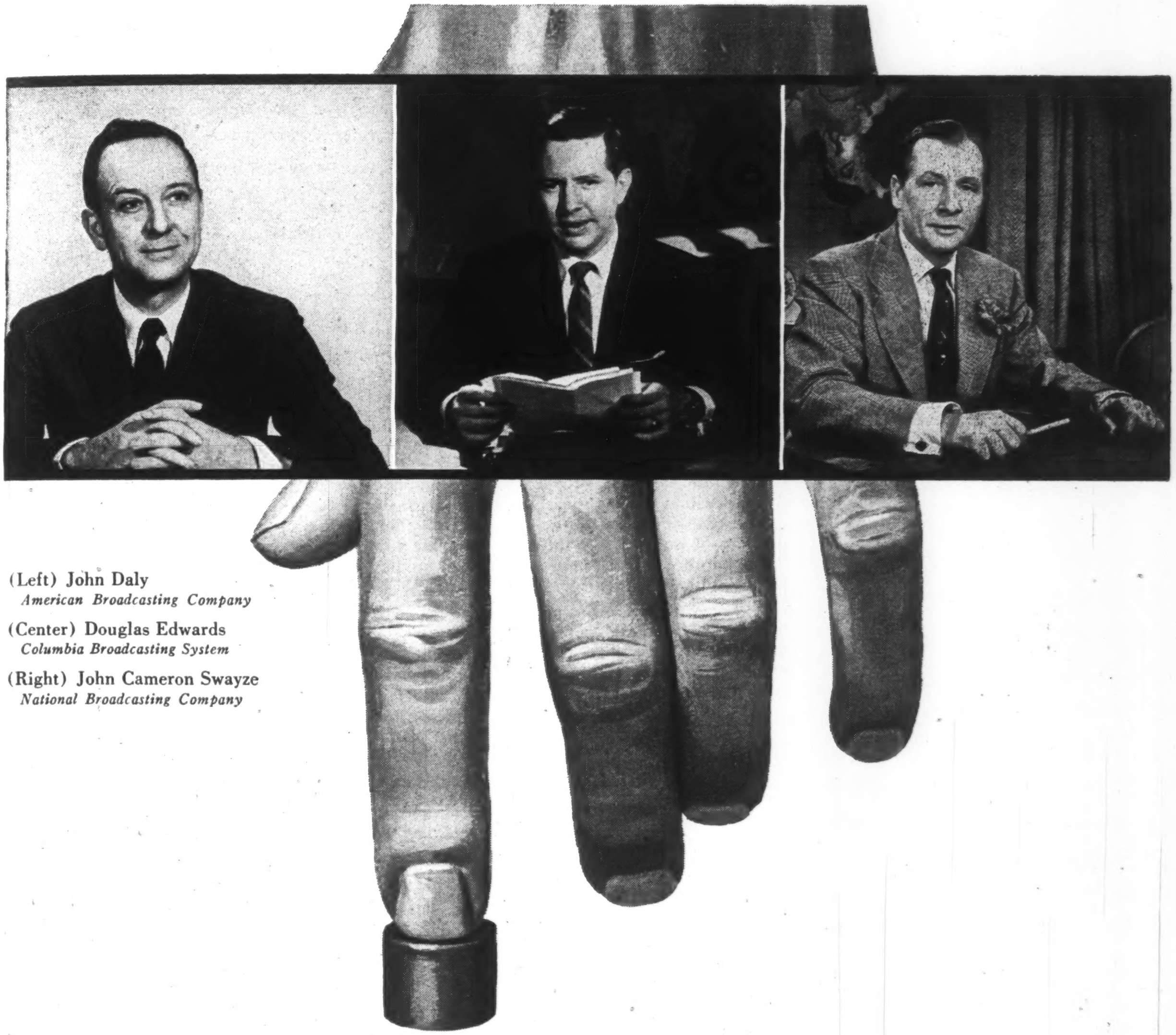
If boldness is required, Comr. Doerfer stated, then some of the vhf channels could be taken out of the larger cities. "Let's go all the way," he said.

Last year Comr. Doerfer proposed that the FCC deintermix major metropolises (like New York, Chicago and Los Angeles) by making them all uhf [B•T, July 25, 1955].

There was general assent when Mr. McConnaughey expressed the hope of the FCC that it will be possible to retain both vhf and uhf.

Among other features of last week's hearing:

- Sen. Magnuson said he expects an allocation plan from Dr. Edward Bowles and his "engineering" committee [B•T, Jan. 30, Feb. 6] sometime in May. Sen. Magnuson said that he hopes to submit it to the FCC as a "guide" in its own deliberations on tv allocations.
- Maybe its time to take another look at AT&T's wire charges, Sen. Magnuson observed, after Chairman McConnaughey finished dis-



(Left) John Daly
American Broadcasting Company

(Center) Douglas Edwards
Columbia Broadcasting System

(Right) John Cameron Swayze
National Broadcasting Company

"We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

Uhfs Get Extension

SIX MONTH's dispensation for all uhf stations with outstanding construction permits, was granted by the FCC last week. This moves up from Jan. 16 to July 16, 1956, the deadline for uhf stations to commence construction. After July 16, in order to have their permits extended, stations will have to show clear indication that they intend to build.

cussing the question of privately owned radio relays for interconnection.

- Resolutions asking for more vhf channels in their states were submitted by Congressional delegations from Connecticut and Massachusetts. They also requested that if additional vhf assignments were impossible that the FCC do all it can to "minimize vhf competition to uhf stations."
- Discussion of FCC's proposed "translator" service [B•T, Jan. 16] brought estimates from Chairman McConnaughey that a final decision should be out early in April. Manufacturers will have equipment on the market shortly thereafter, it was explained, with costs running about $1,000 for equipment. It was also explained that translators would be cheaper than boosters in the aggregate, because they would not have to be engineered as tightly. Translators are satellites which pick up a big city station's signal, amplify it, convert it to a uhf channel, and rebroadcast it with low power. A booster takes the mother station's signal and rebroadcasts it after amplification. This would require more careful engineering to prevent interference, it was explained.

STATIONS' LIABILITY FOR DEFAMATION NEEDS REMEDY OF FEDERAL LAW—HEALD

NARTB's chief attorney testifies before congressional subcommittee on vulnerability of stations handling political candidate speeches, citing conflict between Communications Act and state laws.

SUPPORT for a bill to relieve broadcasters of liability for defamatory statements made on their facilities by political candidates was registered last week by NARTB Chief Attorney Robert L. Heald in testimony before a congressional subcommittee.

Testifying Wednesday on HR 4814, which would relieve the broadcaster from liability except in cases where he or his employes "participate in such broadcast wilfully, knowingly and with intent to defame," Mr. Heald said broadcasters now are on the horns of a dilemma.

He told the House Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), that on the one hand the broadcaster is prohibited from censoring a political candidate's speech at the risk of losing his license; on the other, he may be subject to liability under state law if he permits broadcast of defamatory matter by a political candidate.

Although the FCC has held that the Sec. 315 prohibition against censorship relieves the broadcaster of liability, the Nebraska Supreme Court and a New Hampshire lower court have held that the censorship provision is concerned only with words as to their "political and partisan trend" and not with censorship of defamatory material, Mr. Heald said.

Mr. Heald said federal legislation is the only "practical" means of removing the broadcaster's dilemma.

He said 36 states have enacted legislation which lessens liability, but some of the statutes do not completely solve the problem. He said state remedial action is slow and never will be effective until identical legislation is adopted by all 48 states.

Rep. Carl Hinshaw (R-Calif.) said that in view of a broadcaster's responsibility in the public interest, he should have the right to refuse to broadcast defamatory statements by candidates. He said that despite the no-censorship provision, there "is a fine line and we ought to try to draw it" so as to give the licensee "the right to shut off" defamatory remarks.

Mr. Heald said it is station practice for a licensee to read the candidate's speech and suggest changes where defamation is indicated, but if the candidate refuses to change his remarks the station is powerless.

The only loophole for the licensee is when a candidate is first to use station facilities among those running for the same office, he said. In that case, the station can deny him the facilities, but must also deny all other candidates the same privileges, regardless of the contents of their speeches, under the "equal time" provisions of Sec. 315 (a) of the Communications Act.

Rep. Walter Rogers (D-Tex.) said there is some question that state courts, which have jurisdiction in all libel and slander cases, might have this jurisdiction mitigated if a federal law were passed relieving broadcasters from defamatory statements in such cases.

Mr. Heald told Rep. Harris that the 36 states which have enacted exemption laws for stations have adopted, in varying forms, some or all of a model statute drafted by the NARTB. He said he would furnish resumes of each state's version to the subcommittee. He told Rep. James I. Dolliver (R-Iowa) that, since state laws vary and some broadcasts go into several states, the injured party or prosecutor could "choose his own forum" for redress.

Asked by Rep. Dolliver how a complainant could prove that the candidate had colluded with the broadcaster wilfully and with intent to defame, Mr. Heald said the errant political candidate usually would be glad to share liability with the broadcaster and that a "complete record" must be kept of the transaction.

Rep. Hinshaw said the fact the broadcaster reads the candidate's speech may constitute collusion, if he does not warn the candidate of the defamatory nature of the speech.

Mr. Heald said he knew of no license revocations or denials of renewal because of refusal to allow a candidate to broadcast defamatory remarks, but that the FCC has held in the Port Huron case that a station's license is subject to revocation if he censors or rejects the candidate's speech in deleting defamatory matter. He said he knew of few slander suits brought because of political speeches; that broadcasters usually are able to persuade candidates to revise their remarks.

Rep. Flynt said he felt that the fact a station shares responsibility for defamatory statements might make the broadcaster more careful in exercising every power to prevent defamation;

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KROD-TV's EL PASO SOUTHWEST MARKET

Take El Paso (5th largest city in Texas) ... add to it Southern New Mexico and Juarez, Mexico ... and you have one of the nation's largest trading areas. In 1954, residents of this area had $1,619,523,000 *after taxes* to spend on consumer goods. AND 1955 was even greater!
These are BUYING DOLLARS ... dollars that buy Homes, Automobiles, Clothing, Appliances, Food, Drugs — dollars that could buy your product.
You can only get your full share of this vast, rich market by using KROD-TV ... because KROD-TV is the only El Paso television station that effectively covers this entire market.

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the entire El Paso Southwest

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Affiliated with KROD—600 KC
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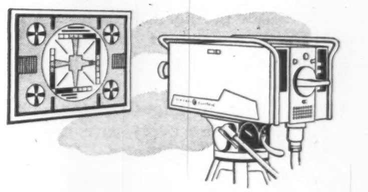
CBS and ABC Television Networks

Owned and operated by the El Paso Times, Inc.

Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.



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Quality leadership of G-E image orthicons is assured by 3-phase research, development, and test program!

More hours of efficient tube life: this is target of effort backed by General Electric's full resources and facilities!

IMAGE-ORTHICON improvement by General Electric is a threefold program. The aim: a bonus to you of better performance with every G-E camera tube you purchase!

First comes basic research at the General Electric Research Laboratory, directed toward fundamental tube advancements. Second, G-E tube engineers translate these into design improvements in the product. Third, an extensive test program, with TV stations actively participating, keeps check on G-E image-orthicon performance, and pinpoints those phases where research and development will further extend efficient tube life.

In connection with G.E.'s test program, the valuable help received from TV-station engineers in reporting how they cycle camera tubes, what target voltages and studio lighting they use, will pay dividends to broadcasters later in the form of operating recommendations from General Electric. Stations will be kept posted on ways to achieve top image quality and realize maximum efficient camera-tube life.

With G-E image orthicons, you benefit from a continuously better product . . . . you profit from expert guidance on how to use tubes for greatest efficiency and economy. Phone your G-E tube distributor! *Tube Department, General Electric Company, Schenectady 5, New York.*

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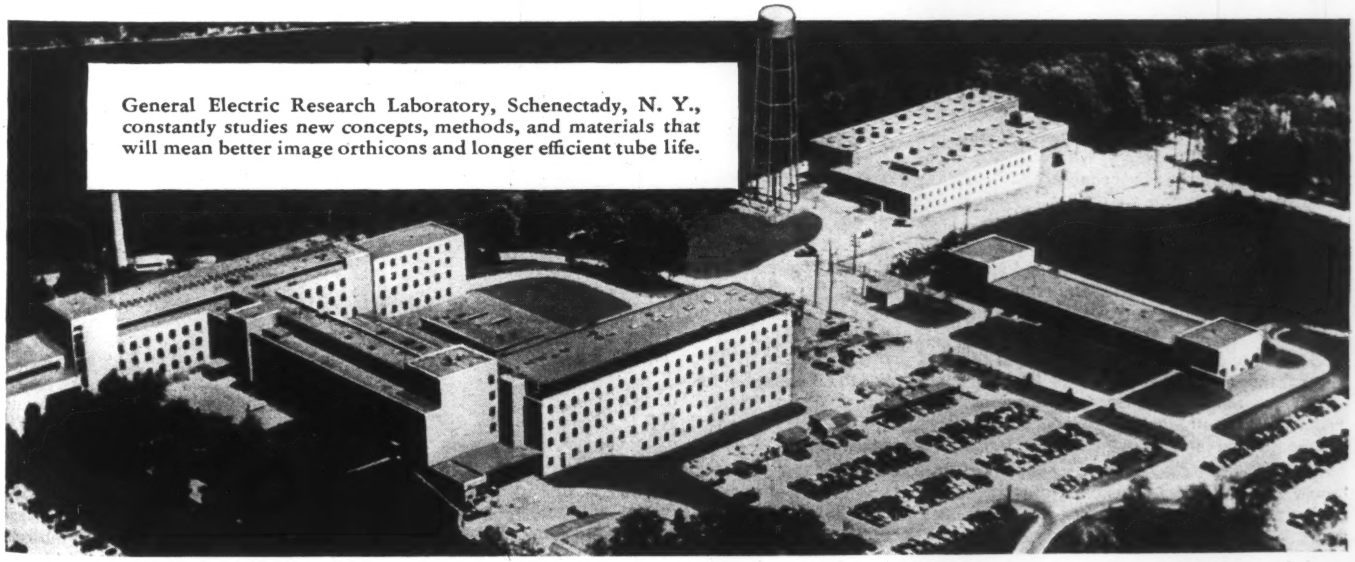


General Electric Research Laboratory, Schenectady, N. Y., constantly studies new concepts, methods, and materials that will mean better image orthicons and longer efficient tube life.

that the present law causes the licensee to take an "additional" interest in the subject. He said he believes this helps safeguard the public interest to a great degree.

Mr. Heald conceded that this might be true, but that a station must exercise every care to maintain its goodwill in the community. He said it is possible for a candidate, who loses all sense of restraint, to "practically ruin" a station.

At Mr. Harris' request, Mr. Heald agreed to furnish congressmen with a schedule of rates for station insurance against defamatory statements broadcast on a station.

Contempt Finding on FCC Denied by Appeals Court

THE FCC is not going to be cited for contempt of court.

The appeals court in Washington last week turned down a request by WSAY Rochester, N. Y. (Gordon P. Brown), that the federal agency be found in contempt because it had not moved to order ch. 10 sharetime stations WHEC-TV and WVET-TV Rochester off the air following a court decision in favor of a protest by WSAY.

Under the then provisions of Sec. 309 (c), when a protest was accepted, the grant involved had to be stayed. This would have meant taking off the air the two sharetime stations which have been operating for more than two years. Last month, Congress passed and the President signed a revision of this provision giving the FCC greater discretion in such matters.

In asking for the contempt citation, WSAY claimed that the FCC wilfully "lost" the appeals court's mandate, so that it did not act in compliance with the existing rules. The Commission denied that it had purposely "mislaid" the document, said that it normally has a reasonable length of time to comply. Since a change in the law was impending, the Commission said, it had every right to hold up immediate action pending the outcome of Congressional legislation.

Tampa Ch. 13 Grant Affirmed by U. S. Court

FOR the third straight decision in a comparative television appeal, the U. S. Court of Appeals in Washington upheld the FCC. Last week a three-judge appellate court affirmed the FCC's choice of Tampa Television Co. for ch. 13 in that Florida city.

The appeals had been brought by Tampa Times Co. (WDAE-AM-TV-*Tampa Times)* and Orange Television Broadcasting Co., unsuccessful applicants for the ch. 13 facility. Basic attack was on the past broadcast record of W. Walter Tison, one time owner of WALT Tampa, and 20% stockholder-general manager of Tampa Television (now WTVT [TV]). The FCC favored Tampa Tv because of integration and diversification issues.

The court said it did not find the Commission arbitrary and capricious. "While the underlying factors may have been conflicting and subject to different ultimate inferences, the result was reasoned and, we think, well within the bounds of permissible judgment."

"So long as it observes all procedural requirements," the court said of the FCC, "considers the issues, reaches reasoned conclusions, and renders reasoned judgment, courts cannot superimpose their opinions upon these matters."

In recent opinions, the appellate court has upheld the FCC in television grants in Sacramento and in another Tampa-St. Petersburg case.

Chattanooga V Grant Goes to Mountain City

PAST BROADCAST RECORD carried just enough weight to tip the scales in favor of Mountain City Tv Inc., of two competing bids for ch. 3 at Chattanooga, Tenn., the FCC ruled last week. The Commission, by a 4 to 2 vote (Comr. Doerfer abstaining), in effect supported two initial decisions favoring the Mountain City applicant and denying the competing applicant, WDOD Chattanooga. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee dissented, with Mr. Lee issuing a statement.

The two previous decisions in the ch. 3 contest were issued by FCC Hearing Examiner J. D. Bond. In 1954, Mr. Bond recommended Mountain City for the grant, basing his preference on program proposals. About a year later, Ramon G. Patterson, 50% owner of Mountain City, sold 80% of his 100% interest in WAPO-AM-FM Chattanooga. A condition of the sale was that Mr. Patterson would be retained as WAPO manager for two years and would not be dismissed until final determination of the Mountain City tv case.

On petition by WDOD, the FCC ordered the record reopened to determine, as WDOD contended, whether Mr. Patterson's radio and tv duties and interests would conflict. Mr. Bond, in a supplemental initial decision, determined that the extended hearing had produced no evidence to alter his original conclusion [B•T, Nov. 14, 1955].

The two applicants were found by the FCC to be substantially equal in all respects, including program proposals which were held to be determinative by the hearing examiner. But the Commission found that WAPO's past broadcast record was superior to WDOD's and gave more promise that the tv proposals would be effectuated. Neither applicant's broadcast record was unduly praised by the Commission, which found that both had gone astray from representations made in previous renewal applications.

Multiple Station Sales Filed for FCC Approval

APPLICATIONS for FCC approval of ownership changes in a group of Rocky Mountain radio and tv stations were filed last week. Involved are the Frank C. Carman-Grant W. Wrathall-O. and Sharon Lee Powers interests in KUTA and KUTV (TV) Salt Lake City; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho and KOPR Butte, Mont.

KUTV, ch. 2, ABC, now owned 50% by the *Salt Lake Tribune* and 50% by the Carman-Wrathall-Powers group, is being sold for $1,033,333 to KUTV Inc. KUTV Inc. will be 50% owned by the *Ogden* (Utah) *Standard-Examiner* (A. L. Glasman), 35% by the *Salt Lake Tribune,* and 15% by Mr. and Mrs. George C. Hatch. Mrs. Hatch is the daughter of Mr. Glasman. The sum of $350,000 of the over $1 million purchase price is allocated to the *Salt Lake Tribune,* which will end up owning 35% of the new licensee instead of the 50% ownership it now holds.

KLIX-AM-TV Twin Falls, Idaho, now 50% owned by the J. Robb Brady group and 50% by the Carman-Wrathall-Powers group, is being sold for $95,598 to KLIX Corp. KLIX Corp. will be owned 100% by the Glasman family. KLIX-TV operates on ch. 11 and is affiliated with all three tv networks.

The 75% ownership of KGEM Boise, Idaho, now owned by Carman-Wrathall-Powers group, is being sold for $64,356 to Gem State Broadcasting Corp., owned 100% by KLO Ogden, Utah (Glasman).

Two-thirds interest in KOPR Butte, Mont., now owned by the Carman-Wrathall-Powers interests, is being transferred for $40,000 to the Salt Lake City Broadcasting Co., licensee of KALL there. KALL is owned by Mr. and Mrs. Hatch. Ed Cooney, KOPR manager, will own one-third.

KUTA to be called KLUB when assignments are approved) will be 100% owned by Mr. Carman, who is buying out his associates.

In addition to KLO, the Glasman interests also own KIMN Denver and 40% of KMON Great Falls, Mont.

In announcing the filing of the applications Mr. Hatch reported that no staff changes are contemplated in the acquisitions. Brent Kirk remains as manager of KUTV; Frank C. McIntyre, KLIX; Merrill L. Skinner, KGEM, and Ed Cooney, KOPR.

Also involved in these transactions are the Carman-Wrathall-Powers holdings in KWIK Pocatello and KIFI Idaho Falls, both Idaho. At present, KWIK is 25% owned by the J. Robb Brady group and 25% owned by the Carman-Wrathall-Powers interests. KIFI is now owned 50% by the Brady interests and 50% by the Carman-Wrathall-Powers group. The Brady group is buying out the Carman-Wrathall-Powers interests in both instances. Applications are due to be filed soon.

Redding Tv Bid Withdrawn By Sacramento Broadcasters

A REQUEST to withdraw as an applicant for ch. 7 at Redding, Calif., was filed with the FCC last week by Sacramento Broadcasters Inc., licensee of KXOA-AM-FM Sacramento. If Sacramento's withdrawal is approved by the Commission, Shasta Telecasters Inc. will remain as the sole applicant for the Redding vhf channel.

The Shasta and Sacramento applications had been designated for a consolidated hearing which was scheduled to get underway the 24th of this month.

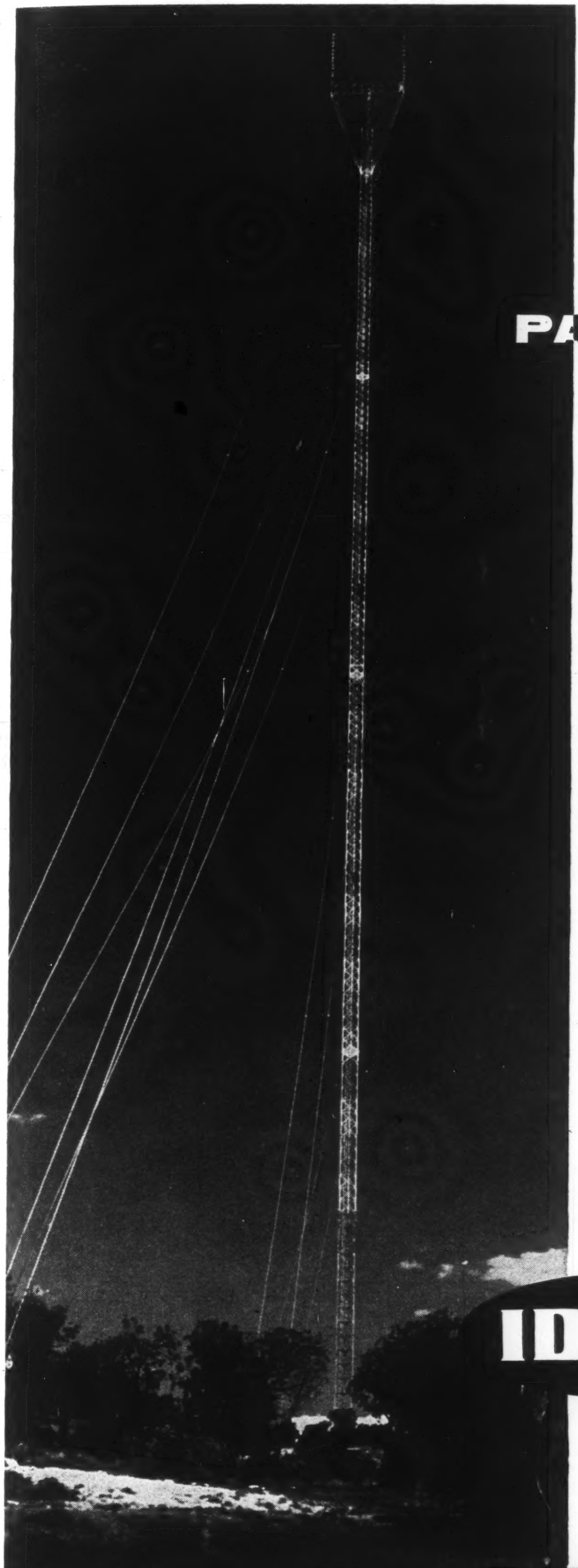
In asking to have its application dismissed, Sacramento said because of the size of the market the applicant did not deem it economically prudent to engage in a long, expensive hearing. Its withdrawal will pave the way to an earlier start for Redding's first local tv service, Sacramento pointed out. In withdrawing, no considerations were received or expected, Sacramento stated. Sacramento Broadcasters is 100%-owned by Lincoln Dellar, 25% owner of KJR Seattle.

Mo., Okla. Applicants Get Grants for New Am Outlets

CONSTRUCTION PERMITS for new am stations in Lexington, Mo., and Henryetta, Okla., were approved by the FCC last week.

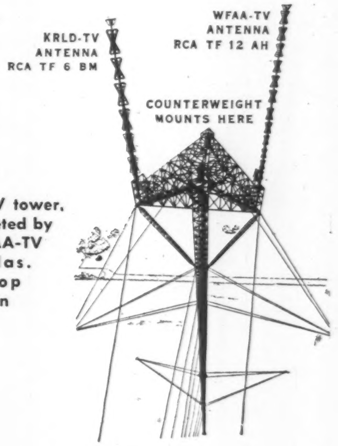
Lexington Broadcasting Co. will operate on 1570 kc with 250 w daytime only. The grant was made subject to acceptance of interference that may result from grants to W. W. Broadcasting Co. or Marshall Transmitter Inc. applicants for the same frequency in Marysville, Kan. Lexington principal Ralph E. Meador (50.3%) is a Gates Radio Co. engineer. An application by Jerrell A. Shepherd to operate on 1430 kc, 500 w daytime in Lexington is still pending.

The Henryetta permittee is the Henryetta Radio Co. which is to operate on 1590 kc, 500 w day. Principals include General Manager J. Leland Courley (48%), president-publisher-



PAY-DIRT IS UP

That's right . . . even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power . . . up in antenna height . . . UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet . . . you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated . . . when it comes to towers, you'll do well to come to Dresser-Ideco. Write us . . . or contact your nearest RCA Broadcast Equipment representative.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The Road

Or what paved the way for sixty-one million cars?

Reprinted from A Pictorial History of the Automobile as seen in MOTOR 1903-1953, Copyright The Hearst Corporation, 1953

When you drive anywhere in America today it isn't an adventure.

You no longer jolt down unmarked and uncharted roads in uncertain cars. Roads that are bottomless mudholes or rock-ribbed ruts.

But your father did. For a mere forty years ago there were hardly 4,000 miles of paved roads in this country, and not quite 2,500,000 automobiles to go anywhere on them.

What changed the picture so quickly to 300,000 miles of smooth highways and over 61,000,000 vehicles? For one thing, the simple need for American business to make a profit.

Example: the automobile manufacturers. Trying to sell more cars and make a profit, they made constantly better cars. The better the cars became, the more people bought them. The more people bought cars, the greater the need for safe roads. And we built them.

Example: the oil companies. We had to make a profit, too. So after we refined the gasoline we scraped the bottom of the barrel of crude oil and made asphalt. At first it was a primitive blacktop that was poured right on the road. But to sell it in competition with costlier materials, we kept improving it.

Result: today heavy-duty asphalt covers eight out of every ten miles of American roads. Today, too, our expanding economy calls for a third more miles of new, wider and safer highways.

Your taxes will pay for these new roads, so we hope they're built of asphalt. It does everything any costlier material does. It can save you as much as $78,848 per mile. It's proved itself in paving the way for sixty-one million cars.

* * * *

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BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 9

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 12

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5.

60% owner of the *Henryetta Daily Free-Lance*, and president-33% stockholder of the *Hugo* (Okla.) *Daily News*, and Charles E. Engleman (12%), president-publisher-majority owner of the *Clinton* (Okla.) *Daily News*, secretary-majority stockholder of the *Edinburg* (Tex.) *Review* and secretary of the *Free-Lance* and *Hugo Daily News*.

Lamb Asks Speedy End To WICU (TV) Renewal Case

ORAL ARGUMENT on license renewal proceedings involving his WICU (TV) Erie, Pa., would only drag out already "unnecessarily protracted" proceedings, broadcaster-publisher Edward Lamb informed the FCC last week. Mr. Lamb said he was foregoing an oral argument request in order to hasten the conclusion of the case. The Broadcast Bureau already has indicated it would pass up oral argument unless Mr. Lamb requested it [B•T, Jan. 30].

Mr. Lamb's sentiments were contained in a reply to Broadcast Bureau exceptions to the WICU initial decision handed down by FCC Hearing Examiner Herbert Sharfman. Mr. Sharfman recommended license renewal for the Erie station and rejected Broadcast Bureau allegations that Mr. Lamb lied when he told the FCC that he never had communist ties.

The reply said that Mr. Lamb and station licensees in which he holds interests, whose license renewals have been held up pending a final decision in the WICU case, "have suffered, and continue to suffer, economic harm beyond calculation." The "economic and social harm done Mr. Lamb can never be repaired," the reply said, and "a favorable decision by the Commission, if rendered immediately, can do partial justice only."

Tower Buys WDYK for $60,000

TOWER REALTY Co., licensee of WCUM-AM-FM Cumberland, Md., filed an application with the FCC last week seeking approval for the purchase of WDYK Cumberland for $60,000. WDYK, operating on 1230 kc with 250 w unlimited hours, is presently owned by the Western Maryland Broadcasting Co. WCUM is on 1490 kc with 250 w unlimited. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present facility.

TREYZ REMINDS ANPA OF OWN FINDINGS

TvB president in speech before Philadelphia advertising club says newspapers won't be allowed to forget their 'highly respected but now repressed' research several years ago.

THE American Newspaper Publishers Assn.'s Bureau of Advertising, which a fortnight ago laid out plans for a "frontal attack" on tv [B•T, Jan. 30], last week was confronted with some of its own—but earlier—words.

Speaking before the Television and Radio Advertising Club of Philadelphia last Thursday, President Oliver Treyz of the Television Bureau of Advertising said: "The new anti-television campaign of the newspapers' bureau is magnificently hoist on the petard of its own readership studies.

"In the pre-television era, when the newspapers' Bureau of Advertising sold constructively, it published a booklet called 'More Power in Newsaper Ads.' The first paragraph said: 'To help advertisers make their advertising more productive, hence more profitable, the newspaper industry in 1939 made the down payment on a far-reaching investment in objective readership research.'

"TvB won't let the newspapers forget their own highly respected but now repressed study of readership—nor that before the coming of television the newspapers' bureau itself said 'an ad can't sell the woman who doesn't read it' and then acknowledged that 'millions of lines of space are invested in ads . . . with close to rock-bottom readership ratings.'

"This 'forgetting' is particularly interesting when you note that it started when tv first began to hurt . . . and it's particularly unfortunate when you recall that the newspapers' Bureau of Advertising itself financed this study conducted by the Advertising Research Foundation."

Mr. Treyz said this earlier newspaper study had been "resurrected" with the cooperation of ARF and that a limited number of copies are now available through TvB to its members.

He reiterated TvB's policy of avoiding negative attacks on newspapers and of selling tv on its own merits. But this, he said, "does not mean that TvB will ignore misstatements of fact and misrepresentations about television. For example, TvB rejects the newspaper bureau's new practice of comparing the outside dimensions of newspaper circulation (Audit Bureau of Circulations) with the inside dimensions of television viewing as reflected by ratings.

"We do not intend to let them get away with this type of unscientific comparison which relates the *potential* readership of newspapers with the *delivered* audience of individual television programs and which conveniently overlooks the facts of newspaper readership which can have the effect of reducing the circulation of a typical advertisement by 90%."

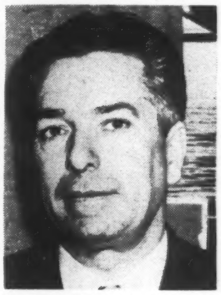
Mr. Treyz outlined for the Philadelphia Club some of the productive uses of television as they might be applied to the needs and problems of many Philadelphia advertisers.

Newspaper Customer

THE tv-needling Bureau of Advertising of the American Newspaper Publishers Assn. may find itself jabbing a few of its good customers. According to the bureau's own figures last week in New York "radio and television stations used newspapers to a 14.8% greater extent [in 1955] than in 1954." Linage bought in 228 newspapers in 110 cities last year by radio-tv stations were 21,152,856 lines compared to 1954's 18,425,108 lines. The 1955 newspaper linage purchased by radio-tv was about twice that of magazines and 20 times that of newspapers.

Calif. Broadcasters Elect George Greaves

GEORGE GREAVES, staff executive, KRCA (TV) Los Angeles, was elected president of the California State Radio & Television Broadcasters Assn. last Monday at its annual meeting, held in Hollywood. He succeeds Philip G. Lasky, general manager of KPIX (TV) San Francisco, who was elected first vice president.



MR. GREAVES

Frank Burke, president, KPOP Los Angeles, was elected vice president for radio while Harold See, station manager, KRON-TV San Francisco, was named vice president for tv. Robert McAndrews, vice president-commercial manager, KBIG Avalon, is the new secretary-treasurer. Directors elected include John H. Schacht, vice president-general manager, KBET-TV Sacramento, District 1; Mr. See, District 2; Gene Chenault, manager, KYNO Fresno, District 3; Mr. Greaves, District 4, and Mr. McAndrews, District 5.

Harold E. Fellows, president of NARTB, was luncheon speaker while Charles Tower, manager, NARTB Employer-Employe Relations Dept., discussed problems of conversion to remote control operation at the afternoon session. William T. Stubblefield, Blackburn-Hamilton Co., San Francisco, spoke on how to evaluate station worth.

The business meeting resulted in vote to emphasize membership and service growth, recommending to the new board that it explore the invitation of Southern California Broadcasters Assn. to share office facilities in Hollywood. Mr. Lasky emphasized state group would not conflict with SCBA interests since latter is sales promotion conscious, a field in which CSRTBA will not function. State association alertness to legislative matters was stressed by several speakers, who noted 22 bills of the 6,000 submitted in the state legislature last year affected broadcasting.

Copyright Committee to Meet

MEETING of NARTB's Copyright Committee will be held tomorrow (Tuesday) at NARTB headquarters, Washington. Chairman is Joseph McDonald, NBC. Other members are Cy Bahakel, WKOZ Kosciusko, Miss.; J. J. Bernard, WGR-TV Buffalo; Cy Casper, WBBZ Ponca City, Okla.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Martin L. Leich, WGBF Evansville, Ind.; C. Wallace Martin, WMSC Columbia, S. C.; James H. Moore, WSLS Roanoke, Va.; A. J. Mosby, KGVO Missoula, Mont., and Karl O. Wyler, KTSM-TV El Paso, Texas.

DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

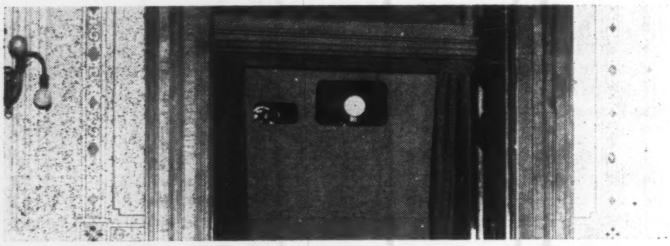
(Continues from page 31)

sion was given for clips to be telecast by Denver stations. Mr. Herold, a co-chairman of the Denver station group, described equipment. KLZ-TV technicians were directed by Marshall Faber, KBTV operations manager, and Gene Jenkins, KLZ-TV chief engineer. Robert Mott, KVOD Denver news director, demonstrated a walking radio station consisting of two small boxes in his coat pockets and an antenna in his trouser leg. He was assisted by Grady Franklin Maples, KGMC Englewood, Colo., co-chairman with Mr. Herold. This signal was picked up in another room, taped, and brought to the court.

A "cough-box" cutoff switch was placed in a drawer on the bench within reach of Judge Moore in case he desired to cut out electronic pickups at any point.

Mr. Sugg showed films depicting court coverage in Oklahoma City. He introduced film interviews with several Oklahoma judges, all of whom endorsed telecasting of trials. Questioned by Mr. Schmidt, he said he did not believe tv encouraged trial participants to show off. "Tv doesn't make hams," he observed, "and frequently it will show up a ham for what he is."

Mr. Howell said modern techniques do not restrict the witness nor is the essential dignity of the court affected. As to charges that tv lends a "circus atmosphere," he said the tv camera only sees what any member of the public attending the trial will see and a microphone only hears what is said in the courtroom. Trials are public in nature, he said, "to satisfy one of the basic precepts of our democracy, which is 'that the people may know.'"



TELEVISION CAMERAS operated through door slits in covering the Colorado Supreme Court hearing in Denver on audio-visual coverage of court proceedings. Film camera is at left, live tv camera with zoom lens at right.

He recalled that the history of electronic journalism has been a constant fight by broadcasters to preserve their fundamental rights under the Constitution. "We fought for many years to establish our rights to express editorial opinion," he said, a right that is now "indisputably established."

Many communities have no other daily news source besides radio, he explained, adding: "Radio and tv have earned their position of esteem in the loyalities of the people through service—service that is supported alone from adveritsing revenues, and hence, is free to the public. The people have naturally come to expect service of the highest degree of which this modern age is capable. To completely ban the use of our modern facilities and techniques on the basis of an edict of two decades ago is to place the Colorado courts in an indefensible position before the citizens of our state."

Mr. Stinson showed films of the murder trial coverage by KWTX-TV, a historic point in radio-tv history [B•T, Dec. 12, 1955]. A filmed interview with the defendant, who was convicted, described how the station asked him for permission to make the telecast. The defendant praised the tv coverage. "I think it was done very systematically," he said, adding that he felt coverage of other trials "would be a good thing" and be helpful to law schools. Judge D. W. Bartlett, who presided at the trial, spoke favorably: "I think it had a wholesome effect on the trial," he said. Possibly because of tv, he said, the lawyers didn't give him "any horseplay." He said he had received comments from all over the world, with 95% in favor of his decision to allow electronic coverage.

Sheldon Peterson, secretary of the Denver station group and news director of KLZ-AM-TV, assured Judge Moore broadcasters will cooperate in maintaining dignity and decorum of the court if cameras and microphones are admitted. He explained Denver radio-tv stations have agreed to pool facilities and coverage.

This would mean that one person would contact the court in each instance for permission to cover a trial, with pooled coverage employing minimum equipment that would feed all stations. Where necessary, booths will be built to house cameras and these structures will blend into the courtroom decor. No hot, bright lights will be used and technical personnel would be out of sight.

After citing the history of Canon 35, Mr. Schmidt quoted Judge John A. Brett, Criminal Court of Appeals, after a courtroom telecast: "I take off my hat to P. A. Sugg, who watched this production with the greatest scrutiny and demonstrated rare and unusual integrity and courage in demanding that only the truth be presented to the viewing public. The result was tremendous. No estimate can be made as to the great service that was rendered by the dramatic reproduction of the case from start to finish. In such cases there is no end of the good that can be wrought through the power of visual education." Trial Judge A. P. Van Meter, of Oklahoma, also was quoted at length by Mr. Schmidt.

Mr. Schmidt argued that the general public is filled with misconceptions of court proceedings and the true functions of the courts. He said: "These misconceptions have come about, not by photography, radio or television, but by lack of understanding and knowledge of court proceedings. The average person has never witnessed a court trial. With radio and television coverage of court proceedings, these misconceptions will be erased, not created. For the first time, the general public will hear and see the activity and the functioning of their courts, the very courts that derive their power from the people."

"Has anyone dared to suggest that newspaper reporters be banned from attending trials because they do not report everything that happens during the course of the trial, but only parts of it?" he asked. "It is clear that radio and television stand today in the position of being the most accurate forms of public information media. Although young in number of years, both of these media have grown to the point of exceeding all other forms of public information facilities in this country in scope and coverage.

B•T in Evidence

EXHIBITS introduced at the Denver Supreme Court hearing of arguments on behalf of radio-tv courtroom coverage included an article, "The Silent Witness," published in B • T Aug. 29, 1955. The article described radio-tv coverage of some of the proceedings at the Philadelphia convention of the American Bar Assn. This story of the way radio-tv first demonstrated to ABA that they could operate unobtrusively in a courtroom or public proceeding, was widely circulated by NARTB in reprint form.

"Because of the relatively short time that radio and, more particularly, television, have been operating as news coverage media, there seems to have arisen in the minds of a few the concept that they are to be feared and that they are mechanical monsters beyond control. From what has been shown to this court, in the form of actual demonstrations of radio and television coverage of trials, the fallacy of this type of thinking has been conclusively proven."

Mr. Schmidt pointed out that the public address system microphone in Denver County Court is a large, chrome-plated type permanently attached to the witness box whereas the type used in the current proceeding can be concealed easily.

Wasilewski Sums Up

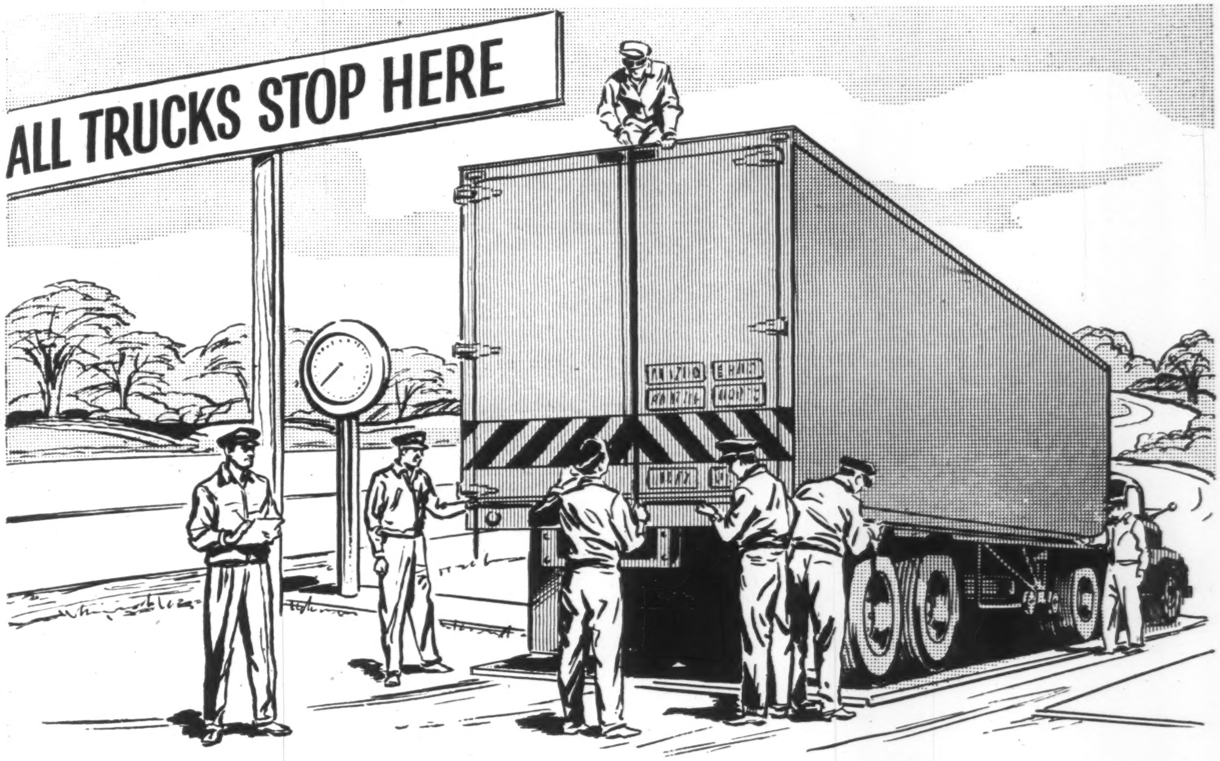
Vincent Wasilewski, NARTB government relations manager, summed up the industry case. He pointed to the prime importance of radio-tv coverage and emphasized that the media had clearly demonstrated they can do the job unobstrusively. "Amendment of Canon 35 is clearly indicated," he said.

Mr. Sugg answered a query on whether court coverage might be called pure entertainment: "That is a matter of opinion. We can buy entertainment for tv far cheaper than covering trials. We considered it one type of actual news coverage."

The trial of John Gilbert Graham, accused of bombing the United plane, will begin March 5. It will attract national interest and the fate of radio-tv in the trial awaits the Colorado Supreme Court's decision. District Judge Joseph M. McDonald will preside at the trial. He has not indicated what policy he will follow if the Supreme Court leaves the matter to his discretion.

A. T. Burch, associate editor of the *Chicago Daily News,* supplemented the newspaper case on behalf of photo coverage [B•T, Feb. 6] as witness for the American Society of Newspaper Editors. He said the court's ruling will have a profound influence as a precedent. He contended the tension of a witness results more from the difficulties of the situation than from fear of a photo. Need of testifying before an audience is a cause of embarrassment, he added.

[Text of Judge Miller's presentation follows on pages 94, 95 and 96]



Who Says Trucks Aren't Regulated?

What you hear or read might lead you to believe that the railroads are the only regulated transport — that other forms of transportation operate high, wide and handsome while the railroads are handcuffed by regulation.

Nothing is further from the truth! *All* forms of public transportation are regulated—either by the Interstate Commerce Commission, other regulatory bodies, or both. As for trucks—in addition to federal regulations on operating authority, rights of way, safety features, etc., they come in for strict state limitations on size and weight, pay numerous licenses and registration fees.

Such regulation is designed primarily to protect you—in the price you pay for everything you eat, wear or use—in the availability to you of the kind of transportation service you need — when and where you need it.

In this free country nobody really likes regulation—especially those regulated. *But* present national transportation regulation is fair, impartial and effective. Only the railroads want it changed. Why?

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

THE CASE FOR EQUAL ACCESS

JUDGE MILLER

BROADCASTING'S STAND on the inequities of Canon 35 was put before the Colorado Supreme Court last week by Judge Justin Miller, NARTB advisory counsel and ex-board chairman. His able exposition brought praise from the presiding jurist, Judge O. Otto Moore, who paid tribute to his careful delineation of Canon 35 history and the role radio and television play in modern life.

The following is a condensed transcript of Judge Miller's presentation.

IN 1935, a "Special Committee on Publicity in Criminal Trials" was set up by the American Bar Assn. under the chairmanship of Judge Oscar Hallam, a member of the Supreme Court of Minnesota. I was at that time Chairman of the Section of Criminal Law of the ABA and followed, very closely, the investigations of the Hallam Committee, which were concerned, primarily, with the publicity attending the trial of Bruno Richard Hauptman, the kidnaper of Colonel Lindbergh's baby.

The report of the Committee—an exhaustive one—was never published, because it was thought that to do so would inject the ABA into serious political controversies which arose in connection with the Hauptman case, centering around the action of the Governor of New Jersey and the Court of Pardons of that state.

In January, 1936, the ABA created a new "Special Committee on Cooperation Between the Press, Radio & Bar Against Publicity Interfering with Fair Trial in Judicial and Quasi-Judicial Proceedings." Invitations were extended to the American Society of Newspaper Editors and the American Newspaper Publishers Assn., each of which designated similar committees. Whatever significance may properly be attributed to the fact, no invitation was extended to the broadcasters. This should be noted particularly because the name of the special committee included, not only the press and the bar, but radio as well.

(The) report of the committee is highly biased against broadcasting. This was a not unexpected result, in view of the fact that the broadcasters had not been invited to participate in the deliberations of the joint committee and, consequently, had no part in the preparation of the report. It was also not unexpected in view of the fact that some representatives of the press in the 1930's were highly critical of broadcasting; regarded it as a preposterous upstart; were fearful of its potential impact upon the newspapers as an advertising medium, and also because of the fact that at that time, broadcasting was still in its infancy, technically speaking.

In spite of this negative attitude toward broadcasting, however, the joint committee was not ready to condemn the use of "photographic appliances" and "sound registering devices" in the court-room. On the contrary, it stated:

"It may be that the future will provide some method by which a faithful sound record of the proceedings of the court can be used to extend the trial beyond the limits of the audience possible in the courtroom itself."

At the end of its report, the joint committee stated:

"We recommend that local bar associations appoint continuing committees on press relations to function with corresponding committees representing the press *and other means of publicity.*"

Unfortunately, this wise advice was not followed. Instead, the ABA, at its next meeting, severely restricted the Special Committee in its functions; the Committee on Professional Ethics & Grievances secured adoption of Canon 35; and the diplomatic relations, which had been so carefully established with the two newspaper associations, was summarily and ruthlessly destroyed.

Although the original action of the ABA, in setting up its Special Committee, clearly revealed an intention that broadcasters should be consulted, and although Canon 35 as adopted was directed primarily against broadcasters, nevertheless they were not invited to the conference table. The resentment of the newspaper people at the summary treatment which they received was more than justified, in the case of the broadcasters, by the even more flagrant brush-off administered to them.

Thereafter, the Special Committee made reports at subsequent meetings of the association, indicating the disillusionment of the newspaper representatives on the joint committee; stating, again, that representatives of broadcasting had not yet been invited to participate; and suggesting that in spite of Canon 35, the subject be kept open for further consideration.

To all these representations the association turned a deaf ear. In 1941 the Special Committee reported that its further tenure was useless and, upon its own recommendation, it went out of existence.

In 1952, Canon 35 was amended to include the word "television," apparently in the belief that television had not been included in the original language of the Canon.

One further point remains to be noted in connection with the amendment of Canon 35 in 1952, i.e., the sentence which is attached to the second paragraph of the Canon: "Provided that this restriction shall not apply to the broadcasting or televising, under the supervision of the court, of such portions of naturalization proceedings (other than the interrogation of applicants) as are designed and carried out exclusively as a ceremony for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization."

The confusion in the minds of the draftsmen must have been great when—after accepting an amendment permitting the televising of naturalization proceedings—they allowed to stand, in the first part of the Canon the statement—apparently to be accepted as a matter of judicial notice—that "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted." Just why broadcasting or televising of court proceedings should be calculated to detract from the essential dignity of the proceedings and create misconceptions with respect thereto in the mind of the public, while at the same time broadcasting or televising of naturalization proceedings can be used "for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization" is a little hard to understand. If one, why not the other?

The most kindly way to describe the history of Canon 35 is that it was a comedy of errors. A harsher way would be to say that Canon 35 was an amateurish piece of legislation and an unfortunate job of public relations.

Any proposal to outlaw broadcasting, as presently performed—as a usable medium of information concerning the public operations of government—because of the inadequacies of broadcasting 20 years ago would be as unreasonable as to contend that airplanes today are not capable of offensive warfare because of the limitations of the fragile little craft which the Wright brothers flew at Kitty Hawk.

In 1936 there were 616 licensed am stations; on Jan. 1, 1956, there were 2,824 am and 663 fm radio stations.

In 1936 there were 30,519,000 radio sets in use; in 1956 over 132,000,000 sets.

In 1936 there were no tv stations except 31 which had been authorized for experimental purposes. By Jan. 1, 1956, there were 458 tv stations, including 15 operating educational (non-commercial) stations. In 1936 there were only a few experimental television sets. On Jan. 1, 1956, there were 37,100,000 tv sets.

Under date of Nov. 10, 1955, the FCC announced that over 90% of the people of the United States were able to receive service from at least one tv station; approximately 75% could receive service from two or more stations. The Commission stated further that "almost 275 communities have at least one, and 112 of these have two or more local television facilities in operation. The number of television sets in the hands of the public has increased to 35 million."

The tremendous expansion of public use of television is indicated by the fact that from November, 1955, to January, 1956, the estimated increase of sets in the "hands of the public" amounted to approximately 2,000,000 sets.

Even more important than these impressive, comparative numbers of stations and sets in use has been the advance in electronics and related sciences and their application to broadcasting, since the initial concept of the vacuum tube by Thomas Edison early in his career.

Of equal importance has been the development of skilled personnel and of a professional attitude upon the part of those who control the operation of broadcasting facilities.

The broadcasters have adopted their own canons of ethics for both radio and television, and are as much concerned with inforcement thereof as are we lawyers and judges.

I am proud to assure you that in broadcasting today there are many men of professional training—lawyers, engineers, journalists, and others. These men, and others who come from non-professional walks of life, have just as understanding an appreciation of the responsibilities which this great new medium of communication owes to the American people as do the members of the older professions in the areas which they represent.

Perhaps in no respect has there been more marked improvement—growth and maturity—than in the handling of news of public events. One has only to mention inaugurations, coronations, national conventions, joint sessions of the two Houses of Congress, Cabinet meetings, Presidential news conferences, to remind us of the great new vistas of information and education which have been opened to us and which, after only a few short years, are now taken for granted in the widespread homes of our American people.

The real question for us is, first, how to secure dignified proceedings in courtrooms and, second, how to insure the dignified portrayal thereof by the media of information. And in this connection, it is well to consider the potentialities of television which have been revealed in recent years, not only by the broadcasting of such events as those mentioned above, or of church services and similar sacred occasions, but also by the fact that television is being used in the schoolrooms of many communities throughout the country at the present time. Hundreds of broadcasting stations are cooperating with schools, colleges, and universities in the production and broadcasting of educational programs; all this in addition to the work which is being done by "educational television stations" themselves.

In 1954 Hon. Arthur F. Lederle, Chief Judge of the U. S. District Court for the Eastern District of Michigan—being then chairman of the Section of Judicial Administration of the ABA—set up a panel for discussion of Canon 35 in the light of the recently adopted amendments. Judge Lederle invited me to participate as a member of the panel [which met the following August].

I suggested that the Canon might be amended by making the first sentence thereof read, "*When* the taking of photographs in the courtroom or the broadcasting by radio or television of court proceedings are calculated to detract from the dignity thereof, distract the witness in giving his testimony, or degrade the court, they should not be permitted *until satisfactory corrections have been made in the methods of taking photographs or of broadcasting and approved by the presiding judge.*" I suggested this not by any means as a definitive solution of the problem, but merely as a basis for discussion.

President Wright picked up a suggestion for a renewal of diplomatic relations with representatives of the several media; appointed a new special committee of the association for that purpose; and directed invitations to the presidents of the several media associations, asking that they join in deliberations concerning Canon 35. Such deliberations have been under way since that time.

In the meantime, the Board of Governors of the ABA had been giving consideration to the revision of the Canons of Professional and Judicial Ethics.

Let us consider first those arguments which are based upon the major premise stated in the first sentence of Canon 35. As stated, compliance with the Canon would require a court to assume, as a conclusive presumption of which judicial notice must be taken, that, in all cases, under all circumstances, "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public." If that statement were correct, then the various arguments which are based upon it might be contended for with reasonable assurance. On the other hand, as the statement is not correct, such arguments necessarily fail.

Observing the validity of this maxim, permission was secured from the House of Delegates of the ABA to give a demonstration of television at the Annual Meeting of the Association in Philadelphia in August, 1955. This consisted of a closed circuit broadcast of the first day's proceedings of the House of Delegates. The demonstration was an undoubted success [B•T, Aug. 29, 1955]; it was so convincing as to leave no doubt as to the error of the Canon's statement.

At the same meeting, one of the sessions of the Section of Judicial Administration was televised and broadcast by the Philadelphia television stations. In this instance, again, the demonstration was a complete success.

Courtrooms can be readily equipped to make just such broadcasting possible. In recent instances, in Oklahoma and in Texas, for example, where trials have been televised, the judges, as well as other participants in the court proceedings, have testified that there was no interference with the essential dignity of the proceedings, no distraction of witnesses and that the public was given a much better understanding and appreciation of the essential dignity and serious nature of the court's work.

It would seem entirely possible to specify in a revised Canon 35 the minimum requirements for the broadcasting of court proceedings, stated in general terms, as a guide for the trial judge.

This brings us to another argument, usually made orally, but which seems to be one of the most persuasive in the minds of lawyers and judges as to the desirability of Canon 35, i.e., that trial judges—hungry for publicity—will permit the use of their courtrooms for the purpose of aggrandizing themselves.

ARBITRARY BAN NO SOLUTION

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the broadcasting of court proceedings. And this brings us to the area of legal and quasi-legal arguments which are made in support of Canon 35.

Most important of these arguments is, of course, the one which contends that broadcasting does not come within the scope of the First Amendment. The Supreme Court of the United States has definitely answered this question, however, in a series of cases which have come up for decision during the last two decades, in which they have held that the First Amendment applies to any method of communication, including the banners carried by striking workers, sound trucks, loudspeakers, broadcasting, and, most recently, motion pictures.

A closely related argument is the contention that broadcasting should not enjoy the protection of the First Amendment because it is alleged to be an "entertainment" medium rather than one of information. The Supreme Court of the United States has, on several occasions recently, declared that no such line can be drawn between entertainment and information; and that any communication which does not fall under the ban of obscenity, profanity, or inducement to sedition, etc., enjoys the same privilege under the First Amendment as does the most serious literature.

Another closely related contention is that the effort to secure wider publicity for courtroom proceedings is merely to satisfy "idle curiosity" for entertainment purposes. It is highly inconsistent to complain of the ignorance and apathy of voters and then to close the windows of information through which they might observe and learn.

The press and broadcasting can bring to our people, in their homes, at convenient hours, this vital news of courts in action and provide some guide for their intelligent action. Television broadcasts are particularly suited for use in schoolrooms. How many parents, harassed by present-day environmental conditions which make child-training so difficult, would welcome an opportunity for them to see and hear the solemn proceedings of a courtroom, demonstrating that "crime does not pay," or the way in which the problems of life are settled in courts of civil jurisdiction?

One of the most important functions of the newspapers, the magazines, radio and television is the bringing of information to the people concerning the products of industry. Those who most disparage advertising and "commercials" may be the ones who depend most heavily upon the taxes which are levied upon those who maintain the high level of industrial production and consumption in this country. National defense, education, and other features of American life would not be possible without such industrial enterprise, stimulated and developed by the advertising which industry conducts through the several media. Surely those media can be useful, also, in teaching our people concerning the operations of government.

Another argument in support of Canon 35 is based upon the assumed violation of the "right of privacy" of participants in the trial. My careful search of the authorities has failed to reveal a single case in which such a right of privacy has been upheld concerning the participation of a person in a public trial.

The important consideration, in all cases, is that the right of the people to know what goes on in the public places of government is superior to any right of the individual to be "let alone." His or her embarrassment is no greater in such cases than in many other life experiences where such embarrassment is taken for granted in the interest of the public welfare.

Another argument sometimes urged in favor of Canon 35 is that in civil cases there should be no right of publicity because, it is said, the controversy is solely one of private interest, between private individuals, concerning their private affairs. This is another disturbing revelation of failure to comprehend the nature of our government.

Another favorite argument in support of Canon 35 is that, because the right of a defendant in a criminal case to a public trial is guaranteed by the Sixth Amendment, the right has no existence otherwise; that it is a right exclusively of the defendant and not of the public; that it may be waived by the defendant, in which case the public can be excluded from the trial; that, if the defendant elects to have a public trial, the judge may control the admission or exclusion of persons from the courtroom in his discretion.

The due process concept of the Fourteenth Amendment and of the Fifth Amendment concerned not merely the right of an accused to a public trial, but of the public as well. The right of the public to a public trial had been recognized by the common law since the demise of Star Chamber courts.

One of the arguments against broadcasting court proceedings is that the whole case would not be broadcast and that it would not be "fair" to portray only part of it. The argument seems incongruous on its face —in view of the fact that no other form of reporting court proceedings, except the official transcript, purports to be complete—but let us assume that the argument is presented sincerely and consider it on its merits. It is significant that much of a trial record never goes to an appellate court. Much of such a trial record is eliminated when the record on appeal is prepared.

The tradition of free communication, as guaranteed by our Constitution, forbids the interposition of censorship or official selection between the sources of news and its use by the media of communication. How can we best secure wise selection and intelligent distribution of news, while recognizing that censorship cannot be used?

Consider the reporting done by the press. Here we get more or less skilled observers, usually working against deadlines, in and out of the courtrooms, frequently missing the significance of particular evidence, or, even more probably, failing to understand the rulings of the court. Where court proceedings are photographed—unless for television or newsreels—they are nothing more than single shots of particular participants or of the courtroom scene.

When a case is "covered" by specialists, looking for "human interest" as is true of the so-called "sob sister" approach, the result cannot fail to be a distorted, over-emphasized presentation which usually misses completely the merits of the case. Why then, should anyone contend that broadcasting should present every moment and every phase of a trial?

Consider, next, the question whether it would be "unfair" to broadcast only portions of a trial. To the extent that any broadcasting takes place it will be an *accurate, faithful* presentation of what goes on in the courtroom. To the extent that any part of a trial is televised the picturization will be in proper perspective; it will show, to the oustide public, exactly what each participant looks like; how he acts; his changing expressions; the reactions of the jury, of the witnesses; the sincerity or falsity of advocacy.

The portrayal of a trial by radio or television broadcasting . . . is an exact reproduction of what occurs; by way of action or speech.

This brings us back to the fundamental considerations underlying our belief in the wisdom of permitting a maximum of freedom of communication. So long as we are committed to that fundamental consideration, there can be only one answer; i.e., it is better that our people know what goes on in our governmental processes, than that those processes should be shrouded in secrecy. Therein lies the remedy for abuse, for wrongdoing, for misfeasance, for malfeasance, for disrespect of government. If the people know, they can correct. If they are not allowed to know and are unable to correct, then the government ceases to be one of the people, by the people, for the people, and becomes a government of the people by those who think they are better qualified to govern the people in a manner which they think is best for the people.

The only proper limitation upon the foregoing concept is the requirement of due process, that the trial must be a fair one, with the particular specification that a fair trial requires an orderly procedure. The canons or rules which guide the trial judge, in this important task, should make plain the way for him to follow, in exercising his discretion in each case,

I do not intend to suggest any preference for one medium of communication over another. Each is entitled to all possible benefits of the principle enunciated in the First Amendment. Each is subject to the limitations imposed by the due process clause of the Fifth and Fourteenth Amendments.

To the extent that either offends—by obtrusive equipment or disturbing personnel—to that extent it is proper to limit or exclude it from the courtroom. This is the sort of limitation which should, properly, be written into an amended Canon 35.

The people of this country should have a much better opportunity to see and know what is going on in our courts. Some of the most respected members of our profession have warned us that in the United States it may happen, as it did in England, that the people will grow increasingly impatient with professional unwillingness to revise our concepts of judicial disposition, and through legislative action, even more drastically emasculate our present procedures.

Now that television has come to be as much a household institution as the bathtub and the refrigerator, now that the people are privileged to enjoy coronations, inaugurations, Presidential news conferences, cabinet meetings, national political conventions, great symphonic performances, religious services in the churches and cathedrals of the nation, the people are wondering just what there is so sacrosanct about a courtroom. If the magnificent isolation prescribed by Canon 35 is to be maintained we will need a better reason for maintaining it than the canon presently contains.

CANON 35: AS IT IS AND AS IT MIGHT BE

THIS is the controversial Canon 35:

"Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the courtroom during sessions of the court or recesses between sessions, and the broadcasting or television of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted. Provided that this restriction shall not apply to the broadcasting or televising, under the supervision of the court, of such portions of naturalization proceedings (other than the interrogation of applicants) as are designed and carried out exclusively as a ceremony for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization."

Here is a new version offered by Judge Justin Miller:

"Proceedings in court should be conducted with fitting dignity and decorum. When the taking of photographs in the courtroom, or the broadcasting, by radio or television, of court proceedings, are calculated to detract from the essential dignity thereof, distract the witness in giving his testimony, or degrade the court, they should not be permitted until satisfactory corrections have been made in the methods of taking photographs or of broadcasting and approved by the presiding judge."

Don't Scatter Ads, Bunch Them—Frankel

Vice president and technical director of Alfred Politz Research Inc. tells RTES timebuying seminar that scientists have secured evidence pointing to greater effectiveness of fixed number of commericals in short time period rather than spreading them out.

EVIDENCE is developing that an advertiser who uses a fixed number of ads should bunch them instead of spreading them out over a long period. Reasons for this were explained in a rather complex and technical talk by an expert in motivation and research—Lester R. Frankel, vice president and technical director, Alfred Politz Research Inc.

Speaking before last Tuesday's Timebuying and Selling Seminar, held in New York under the aegis of the Radio & Television Executives Society, Mr. Frankel said the Politz firm has been working with the creation of "a mathematical model for learning" and already has come up with certain results on the "timing of advertising messages." As an example, Mr. Frankel presented charts and a psychology lesson on the process of learning, to show how Politz arrived at its results in the "Timing of Advertising Messages."

Mr. Frankel, however, admitted that "motivation research has not been used too widely in the broadcast field." He asserted that in spite of this, its impact will be felt in the industry as its procedures gain greater acceptance, particularly in advertising and marketing research.

To illustrate his point of "timing" in commercial messages (described by him as actually a teaching job for advertising media), Mr. Frankel showed how Politz has been able to work with hypothetical—or actual—cases involving a fixed piece of advertising copy that is used within a given medium. As expressed by Mr. Frankel, Politz has been working with the creation of "a mathematical model for learning"; using charts and a blackboard to reduce the learning process to graphs and mathematical formulae.

Although consumers' motives have been discovered, Mr. Frankel told his audience, these are not enough to increase the advertiser's sales for his products. It still is necessary he said, to teach the consumer "that in order to satisfy his motives, he should purchase the advertiser's brand."

Mr. Frankel's treatment of motivation research in broadcast media "thinking" was the midpoint in this "semester." Four more sessions remain for the season. Network program trends in radio will be explored at tomorrow's (Tuesday) luncheon meeting. Speakers are Arthur Hull Hayes, CBS Radio president, and Charles T. Ayers, vice president in charge of NBC Radio, who will outline new program trends such as NBC's *Monitor* and CBS' "segmentation" concept.

FCC Comr. Robert E. Lee is slated to talk Feb. 21; TelePrompter presentation of its "network" is scheduled to follow on Feb. 28, and a discussion of two basic concepts—all media buying compared to the timebuying specialist—will complete the series March 6. William E. Matthews of Young & Rubicam Inc., and Arthur Pardoll of Foote, Cone & Belding, are set to discuss the buying concepts.

THESE MEMBERS of the NARTB Tv Board concluded their tenures at the Chandler, Ariz., meeting, being ineligible for reelection under the by-laws. (L to r): Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, chairman; Robert D. Swezey, WDSU-TV New Orleans, and Paul Raibourn, KTLA (TV) Los Angeles. Absent was George B. Storer, president, Storer Broadcasting Co. . . .

. . . and these three Radio Board members wound up their terms at the same meeting: E. K. (Joe) Hartenbower, KCMO Kansas City, vice chairman; Henry B. Clay, KWKH Shreveport, chairman, and E. R. Vadeboncoeur, WSYR Syracuse.

Chicago Engineering Plans For NARTB to Be Discussed

PROGRAM plans for the NARTB Broadcast Engineering Conference to be held April 16-19 during the NARTB convention in Chicago will be discussed Wednesday at a Washington meeting of the special agenda committee headed by Willard J. Purcell, WGY Schenectady. A joint management-engineering convention session is planned April 17.

Other committee members are Raymond F. Guy, NBC; Phil Hedrick, WSIS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; A. D. Smith Jr., WABD (TV) New York; Orrin W. Towner, WHAS Louisville, and Ewell K. Jett, WMAR-TV Baltimore (liaison).

NARTB Boards Approve Two By-Law Amendments

TWO amendments to NARTB's by-laws, approved by the joint board of directors at the Feb. 3 meeting in Chandler, Ariz., have been submitted to the radio membership for ratification. They provide procedure for election of board members and remove the at-large directors from the Radio Board at the 1957 annual convention [B•T, Feb. 6].

The amendment covering balloting procedure would amend Art. IV, Sec. 3D to provide that a candidate for nomination to the Radio Board who receives a majority of his district votes will be declared elected. If no candidate gets a majority, the nominees with the highest and second highest number of nominating votes will be candidates on an election ballot.

Sec. 3D also would be amended to provide that terms of four directors-at-large commencing this spring will be for one year, with the at-large classification disappearing after the 1957 convention.

At the Arizona meeting, the joint board voted to make NARTB's publication subscription service available to schools and colleges not having broadcast stations at $35 a year; those having broadcast facilities on a non-commercial, educational basis can subscribe at the same fee or become active NARTB members.

First convention of the new Assn. of Professional Broadcasting Education will be held during the NARTB Chicago convention April 15-19, the joint board was informed by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee. APBE membership includes 17 colleges and universities, with 10 applications pending.

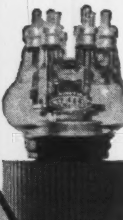
42 State Associations Plan To Attend D. C. Conference

FORTY-TWO state broadcaster associations will take part in a Feb. 20-22 conference with NARTB President Harold E. Fellows, to be held at Washington headquarters of the association. Howard H. Bell, assistant to the president and state association coordinator, is handling arrangements.

Broadcasters attending the conference will take part in an open house Feb. 20. FCC Chairman George C. McConnaughey will address the Feb. 21 luncheon and delegates will attend the Voice of Democracy awards luncheon Feb. 22. President Fellows termed the response to the invitation for this first state association conference "further indication of the growing unity within our industry."

Weathermen, NARTB to Meet

WAYS of obtaining better cooperation between broadcasters and weather observers will be discussed March 3-4 at a joint meeting of American Meterological Society, Connecticut Valley Branch, and NARTB. Sessions will be held at the Statler Hotel, Hartford. Speakers will include Frederick H. Garrigus, NARTB organizational services manager and F. W. Reichelderfer, chief, U. S. Weather Bureau. Dr. Thomas F. Malone, director of the WTIC Hartford weather bureau, is program chairman.



MACHLETT ML-5736

a New '5736 electron tube for . . .

Broadcast Transmitters:
Final 5 KW FM
Drivers 5 & 50 KW AM
Driver & Final H. F. Communications

The ML-5736 — A new standard of reliability

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick final "seal-in":** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT ML-5736

NATIONALLY AVAILABLE THROUGH

Distributed by GraybaR Electric Company · Quality · Since 1869 · Reg. U.S. Pat. Off.

the GRAYBAR ELECTRIC COMPANY... Offices and Warehouses in over 120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

NBC, WBC OUTLETS CHANGE CALLS TODAY

Celebrations, simulcasts and special promotions mark move of call letters from Philadelphia to Cleveland and switch of Philadelphia designations to WRCA-AM-TV. Changes are result of station swap.

FIREWORKS, balloons, a wide-scale advertising campaign, heavy on-the-air promotion and special simulcast ceremonies are slated to mark the official installation of Westinghouse Broadcasting Co.'s 34-year-old KYW call letters in Cleveland today (Monday).

WTAM and WNBK (TV) Cleveland stations, which WBC received along with $3 million from NBC in exchange for KYW and WPTZ (TV) Philadelphia, change their call letters to KYW-AM-TV at noon today. In Philadelphia, meanwhile, NBC changes the KYW-WPTZ calls to WRCV-AM-TV after simulcast ceremonies at 7:50 this morning. There, too, a widespread promotion campaign is in progress to herald the new call letters.

Slated to participate in the five-minute changeover ceremonies on the new KYW-AM-TV are Donald H. McGannon, WBC president; Rolland V. Tooke, WBC Cleveland vice president and general manager of KYW-TV; KYW General Manager Gordon Davis, and Cleveland Mayor Anthony J. Celebrizze. The ceremonies will be preceded by a 10-minute radio-tv program tracing the history of KYW, which Westinghouse identifies as the ninth oldest call letters in the nation. Westinghouse launched the call letters in Chicago in 1921 and moved them to Philadelphia in 1934.

New KYW-AM-TV Fete

Approximately 1,000 Cleveland civic and business leaders, agency personnel, advertisers, newspaper editors and columnists will be guests of the new KYW-AM-TV at a buffet dinner tonight, and afterward the stations will stage a fireworks display. Coincident with the changeover, 10,000 balloons carrying the new call letters will be released, some of them carrying three-dollar and eleven-dollar certificates (redeemable from the stations) pointing up that KYW remains on 1100 kc and KYW-TV on ch. 3. Recorded and filmed salutes from Ohio and Cleveland dignitaries will be broadcast throughout the week.

The KYW studios and offices have been remodeled and refurbished, and both stations plan to initiate programming changes this week, KYW launching 13 new programs.

NBC's promotion plans for the changeover in Philadelphia include a three-day salute to (and two days of originations from) the Quaker City by NBC-TV's *Today;* full-page ads in local dailies and several weeklies in the area; extensive on-the-air promotion with films and tapes by NBC stars; a parade; skywriting, and salutes to WRCV-AM-TV by six local business firms.

The ceremony marking the call letter change is slated at 7:50 a.m., with NBC's Frank Blair, on *Today*, introducing NBC President Robert W. Sarnoff, Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richardson Dilworth at the old KYW building, which has been renamed the NBC Building. Mr. Yoder will take down the KYW call letters for shipment to WBC in Cleveland and put finishing touches on the new WRCA-AM-TV calls.

Future Assignment

PHIL ALAMPI, garden and farm director, WRCA-AM-TV New York, last week was named New Jersey Secretary of Agriculture, effective in July. The appointment was made by the New Jersey State Board of Agriculture with the approval of Gov. Robert Meyner.

Mr. Alampi, who will remain with the station until his contract terminates in July, began a farm news program in New York in 1946 with WJZ (now WABC). He joined WRCA-AM-TV last July He has been president, vice president and secretary-treasurer of the National Assn. of Television & Radio Farm Directors.

WBC EXPANDS RESEARCH, APPOINTS GOLDBERG HEAD

New director will act in that capacity for each of Westinghouse's radio and tv stations. Research program expanded to follow 'constantly changing' audience tastes.

A MAJOR research program for its tv and radio stations is being announced today (Monday) by Westinghouse Broadcasting Co., coincident with the naming of Melvin A. Goldberg as WBC's director of research.

Donald H. McGannon, WBC president, said Mr. Goldberg will act as research advisor for each of the company's tv and radio stations. The emphasis on "sound" research, he said, "can be a tremendous asset in programming."

MR. GOLDBERG

A lecturer on radio and tv research at City College of New York, Mr. Goldberg for the past two years has advised a number of companies on research, communications and management problems. He was director of research of DuMont Television Network at one time and has been with the government's U. S. Information Agency as deputy director of its office of research and evaluation.

Mr. McGannon, noting that "audience tastes, both in radio and television, are constantly changing," said, however, that a change in one city did not necessarily mean that viewing and listening habits of people in other cities would follow a similar trend. "Nor is it true," he continued, "that the so-called national audience, in either radio or television, holds a universal preference for the same kind of entertainment. It will be the objective of the WBC research program to assist the stations to determine the preferences of each of its audiences."

Mr. McGannon said that the research program would strengthen as well as stimulate the "creativity of programmers and producers by furnishing them with a kind of analytical material and studies which can aid them in both their immediate and long-range problems."

The "basic product" in broadcasting, he said, is programming, which when "imaginative and creative . . . [and] backed by the findings of first-rate research, means a better product."

Speidel-Fisher Co. Appoints Mitchell, Whitaker to Posts

TWO KEY APPOINTMENTS were anonunced last week by the Speidel-Fisher Broadcasting Co., owner of WOIC Columbia, S. C., and whose purchase of WQOK Greenville, S. C., recently was approved by the FCC.

Don Mitchell, former commercial manager of WGST Atlanta, has been named commercial manager of the Speidel-Fisher properties, and Jim Whitaker, formerly an account executive at WWVA Wheeling, W. Va., has been appointed manager of WQOK.

MR. WHITAKER MR. MITCHELL

KCMO-AM-TV Kansas City Makes Three Appointments

NEW APPOINTMENTS at KCMO-AM-TV Kansas City, Mo., were announced last week by General Manager E. K. Hartenbower.

W. E. Danford has been made local sales manager for KCMO-AM; Lee Marts, local sales manager for KCMO-TV, and Steve Mills, production director for KCMO-TV.

Mr. Danford, with KCMO since 1948, previously was sales supervisor of the Michigan Network, Lansing, Mich. Mr. Marts joined the KCMO organization in 1953 and has been in the sales department since that time. Mr. Mills came to KCMO as tv director in 1953 and previously filled that same capacity at WBNS-TV Columbus, Ohio.

KEYT-TV Appoints Chace As Regional Sales Manager

THOMAS C. CHACE, account executive with KEYT-TV Santa Barbara, Calif., has been appointed regional sales manager of the station, it was announced by Colin M. Selph, KEYT-TV president-general manager.

Other staff promotions at the station include: The promotion of Joe Costantino from sales promotion and advertising manager to program production manager.

Mary Ann Casey, formerly program supervisor, who has been put in charge of program operations with supervision over program scheduling and planning, traffic and program analyses, and Rick Barrett, who has been advanced from staff duties to sales promotion and advertising manager.

WJWG Conway, N. H., on Air

WJWG Conway, N. H., has gone on the air as a 1 kw, daytime operation. The new station is owned by John W. Guider, president of WMOU Berlin, N. H. Bill Potter, formerly with WMOU, is WJWG manager; Lou Arnold is announcer, and Armond J. St. Louis is chief engineer.

Advertisement

From where I sit
by Joe Marsh

Parking Meters
Get "Tagged"

Strangers in town last Wednesday must have thought we were crazy—with all the streamers and banners and people milling about.

The occasion was the retirement of Tiny Fields—our oldest, biggest and most genial cop. He's patrolled Main Street since the early 20's. Most of the school kids he once helped cross the highway now have children of their own for him to watch over.

When he set out for his last day in uniform, every one of our 40 parking meters had a gift for him tied to it—some of them too big to wrap, like the TV set.

From where I sit, we're all mighty grateful to Tiny for the job he's done. Not that there aren't others around here who deserve recognition, too. We all have our part to play. Our ways of working differ, just as our ways of relaxing do. But whether you're a town worker who likes his coffee breaks, or a farmer who'd rather "ease up" over, say, a cold glass of beer—you're important to your community and your country.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

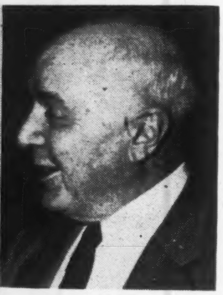
BRANDBORG NAMED KVOO-AM MANAGER

APPOINTMENT of Gustav K. Brandborg as general manager and director of sales of KVOO Tulsa, to succeed William B. Way, who retired Feb. 7, was announced last week by Harold C. Stuart, executive vice president of KVOO-AM-TV.

Mr. Brandborg, who has been with KVOO since 1932, has been assistant manager and director of sales. His new status corresponds with that of C. B. Akers, who directs KVOO-TV.

Mr. Way, one of radio's pioneer figures, will continue as consultant to KVOO-AM. A longtime associate of W. G. Skelly, president of Skelly Oil Co. and KVOO-AM-TV, Mr. Way also is vice president and manager of the International Oil Exposition. He joined KVOO in May 1932 and was its directing head until his retirement last week.

MR. BRANDBORG


MR. WAY

Mr. Stuart, who took over executive direction of both the radio and tv properties last fall, is former Assistant Secretary of Air Force. He divides his time between Tulsa and Washington, where he is senior partner in a law firm specializing in administrative practice.

Storer Promotion Men Hold Meetings in N. Y.

A THREE-DAY SESSION of Storer Broadcasting Co. promotion managers was held in New York last week. The meeting, an annual event, explored station advertising, promotion, merchandising and publicity.

Talks by Tom Harker, vice president and national sales director, SBC; Jerry Fenninger, Cunningham & Walsh; Jim Storer, new merchandising manager for Storer stations; presentations by various rating services, The Katz Agency, NBC Spot Sales and others were included in the sessions.

Art Schofield, director of advertising and sales promotion for Storer, directed the meetings, attended by: Howard Meagle, WWVA Wheeling, W. Va.; Al McLaughlin, KPTV (TV) Portland, Ore.; Bill Smith, WJBK-AM-FM-TV Detroit; Bob Nashick, WGBS-TV Miami; Charles Trainor, WAGA-TV Atlanta; Ralph Runyon, WBRC-TV Birmingham, and Liz Wagner, WSPD-TV Toledo.

Twelve Film Series Bought by WTTG (TV)

WTTG (TV) WASHINGTON last week announced 12 major film purchases. The station is reprogramming its 7-8 p.m. hour to the extent of $9,750,000, according to Ted Cott, vice president-general manager of DuMont Broadcasting Corp., and Station Manager Leslie Arries Jr. The figure represents actual production costs of the shows.

Included in the purchase are *Crunch and Des, Steve Donovan, Hollywood Preview, Federal Men, I Spy, Long John Silver, The Whistler, Fabian of Scotland Yard, NOPD, Great Gildersleeve, Dangerous Assignment* and *The Falcon.*

Religious Radio-Tv Workshop Co-sponsored by WICS (TV)

WICS (TV) Springfield, Ill., has announced plans for the National Assn. of Christian Broadcasters' first annual radio-tv workshop-clinic, which it will co-sponsor with the Lincoln Bible Institute of Lincoln, Ill., Feb. 16-17.

Over 50 religious broadcasters are expected to attend the sessions in Springfield, according to G. B. Gordon, assistant program director-announcer at WICS, vice president of NACB and head of the Institute's radio-speech department. He said the workshop-clinic will cover various phases of radio-tv production and religious broadcasting techniques, with Springfield radio-tv executives giving lectures and demonstrations.

KOOL-TV Boosts Power

KOOL-TV Phoenix has increased its power from 32 kw to 316 kw. Signals for the ch. 10 CBS outlet emanate from a tower 1,725 ft. above average terrain.

Air Trails Network Names Spencer, Kennedy Managers

APPOINTMENT of William H. Spencer as manager of WKLO Louisville, Ky., was announced last week by John Pattison Williams, executive vice president of Air Trails Network, station licensee.

Mr. Spencer formerly was manager of WCOL Columbus, Ohio, also owned by Air Trails. He will be succeeded at WCOL by Charles E. Kennedy.

Mr. Kennedy has been with WANE Fort Wayne, Ind., for the past five and one-half years as vice president and manager.

MR. SPENCER

MR. KENNEDY

WGTH-TV Hosts H-R Staff

WGTH-TV Hartford played host Feb. 4 to the sales, research and promotion staffs of H-R Television Inc., its station representative, to acquaint H-R with the market area and the station's facilities.

A full-day program included talks, tours and several films, one of which described the city of Hartford, and another introduced WGTH's talent to the representatives. Acting in behalf of the station were acting Station Manager John Downey, Sales Manager George Morris, Film Manager Dan German, Production Manager Jack Bell and Sales Service Manager Walter Stewart. Among those attending for H-R Television were Frank E. Pellegrin, Don Softness, Avery Gibson, Joe Rosenmiller, Jerry Molfese, Art Berla, Cal Cass, Bob Kochenthal, Herb Claassen and Bob Mandeville.

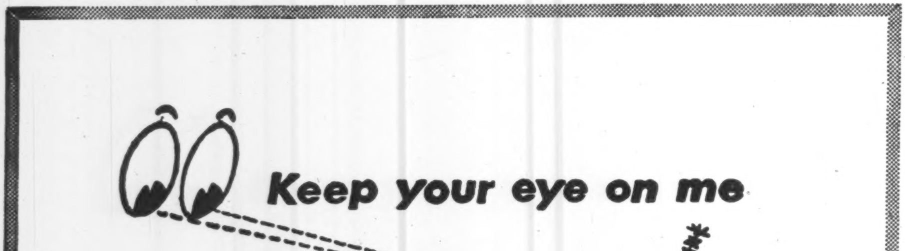
Lathen Joins H-R Sales

REM LATHEN, vice president of KIOA Des Moines and with the Town & Farm Stations, has resigned to join the Chicago sales staff of H-R Representatives Inc. and H-R Television Inc., station representatives. He assumed his new duties effective Feb. 1. Mr. Lathen was with the Don Searle organization for 15 years and became associated with KIOA in November 1953. Town & Farm Stations are KMMJ Grand Junction, Neb., and KXXX Colby, Kan.

KFSD Local Sales Doubled

KFSD San Diego, Calif., increased its local sales 102% during December 1955 in comparison with the same month of 1954, according to Tom Boise, station manager.

Both KFSD and its sister station, KFSD-TV, have completed their first year under the management of KFSD Inc., which took over operation of the stations from the Fox, Wells Co., Stamford, Conn. The new firm has spent more than $250,000 on additional facilities, and the tv outlet has boosted its power to 316 kw. Local tv sales have jumped 58.8% during the year, and national business has risen 34%, said Mr. Boise.



WHEN-TV Changes Antenna To Prevent Storm Damage

WHEN-TV Syracuse, N. Y., has completed a change in the station's transmitting apparatus from one 12-bay antenna to a pair of coordinated six-bay antennas. The installation, which cost $28,000, will enable the station's audience to regain its picture almost immediately following any loss due to lightning or storm damage, according to Paul Adanti, vice president of Meredith Syracuse Television Corp., operator of WHEN-TV.

Mr. Adanti explained that unless both six-bay antennas were incapacitated simultaneously, the new apparatus could be used to get the picture and sound back on the air in "the shortest possible time at both sufficient height and power with little weakness, even in fringe areas." He also said that a switching panel has been installed in the transmitter building to make substitution of facilities possible on the ground instead of atop the 550 ft. tower.

Ohio State U.'s Tv Station Begins Telecasts Next Week

WOSU-TV, Ohio State U.'s new television station, expects to begin regular telecasting next week, according to Howard L. Bevis, the university's president. The FCC on Feb. 6 granted permission for the ch. 34 station to begin program service.

Initial programs will consist of educational films, with live educational programs being telecast as rapidly as they can be developed, said Dr. Bevis.

WCUE Shows 18.3% Increase

GROSS BILLINGS of WCUE Akron, Ohio, were up 18.3% in 1955, making the third successive year the independent has shown an increase over the previous year. According to Tim Elliot, WCUE president, local billings increased 12.71%, regional 34.16% and national 35.38%. The station's January billings were up 38.89% over the same month of 1955.

Record Year for WPAT

LOCAL and regional sales at WPAT Paterson, N. J., during 1955 rose 28.4% over 1954 and national business increased by more than 35% during the same period, Dickens J. Wright, president and general manager, has announced. These increases were termed "the most substantial gains in advertising revenue in the station's 15-year history."

KRON-TV Starts Loan Library

KRON-TV San Francisco has established a film loan library to serve the instructional need of educational, religious, government, civic and other groups which do not charge admission to showings. Three of the six films the library now contains—with more to be added—already have been loaned to interested groups. They are all 16mm sound film.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

GENE CAGLE (seated), president of the Texas State Network, signs the contract making his group the first purchaser of National Telefilm Assoc.'s TNT group, comprising 30 feature films never before released for television. Others present are (l to r) Stan Wilson, assistant general manager, TSN; Edward M. Gray, NTA vice president of west coast sales, and Harold Goldman, NTA vice president in charge of sales. Last week in New York, NTA reported it has set a June 30 goal of $4 million in sales of the new package and 11 David O. Selznick films recently acquired [B•T, Jan. 9].

'Sneak' Colorcast Begins Local Color for KOMO-TV

BECOMING the first local live color station in the Pacific Northwest, KOMO-TV Seattle, Wash., launched its color telecasting Feb. 1 when it "sneaked" five minutes of live color on the air without an announcement or even the knowledge of the staff, except for executives and engineers. Later the same day a major portion of the 30-minute newscast *Deadline* was devoted to color, with Gov. Arthur B. Langlie congratulating the station on its color plans.

MR. WARREN

The first program in full color will be telecast Feb. 15 with a regular schedule of color planned to follow, according to W. W. Warren, vice president-general manager.

KOWL Reports Record Year

KOWL Los Angeles marked up the biggest gross billings in its entire history during 1955, with an 18% increase in billings over 1954 and over 100% increases in national and regional accounts, according to George A. Baron, vice president and general manager.

WLNA Opens Nyack Studio

WLNA Peekskill, N. Y., has opened a new studio in Nyack, N. Y., with a fulltime newsman broadcasting local news events twice daily. The 1 kw daytimer on 1420 kc also is broadcasting from a new 360 ft. tower.

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00 MARKET
•
University City
•
Rich Lumbering and Agricultural Area
CBS
KGVO-TV
MISSOULA
MONTANA
GILL-PERNA, reps.
167 Mountainous Miles from Spokane

$53,752,000 IS A LOT OF HAMMERING!
THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

CHANNEL
2
WGR
TV
BUFFALO

Welcome Guests in 490,000 Homes in Western New York State*
*Plus a bonus of 485,000 Canadian Homes
WGR-TV
BUFFALO
Nat. Reps. FREE & PETERS

Reginald H. Rollinson Dies of Heart Attack

MR. ROLLINSON

FUNERAL SERVICES were held Tuesday at Funeral Church in New York for Reginald H. Rollinson, 48, sales manager of Quality Radio Group, who died suddenly of a heart attack Feb. 4 at his home in Manhattan.

Before joining Quality last year, Mr. Rollinson served as general manager for the Crusade for Spot Radio that was sponsored by 300 radio stations via Station Representatives Assn. He had wide experience in various phases of advertising, including the John A. Cairns Adv. Agency, predecessor to Anderson & Cairns, where Mr. Rollinson was an account executive. He also had a nine-year association with the Metropolitan Group, newspaper representatives.

Mr. Rollinson attended Yale U. He is survived by his wife, Lucy Mackey Rollinson; his mother, Mrs. William H. Rollinson, a brother and a sister.

Court Backs WGMS Charge

WGMS Washington last week was awarded a preliminary injunction in U. S. District Court, Washington, against Robert Bodholdt, Falls Church, Va., charged by the station with making and selling "pirated phonograph records taken from a broadcast of a National Symphony concert." WGMS asked no financial recovery but acted to protect rights of musicians who took part in the broadcast, its counsel stated.

Sales Up at WSGN

WSGN Birmingham, Ala., had a 22% increase in sales during December 1955 over November, and January showed a 6% increase over December, Henry Sullivan, sales manager, reported. The Winston-Salem Broadcasting Co. took over management of the station Nov. 9, 1955 [B•T, Nov. 14, 1955].

STATION SHORTS

WMAK Nashville, Tenn., is now on independent operation 18 hours daily emphasizing music and news. Station terminated MBS affiliation in fall.

WPGC Morningside, Md., moved main offices and studios to 4421 Southern Ave. S.E., Washington.

WTMJ-AM-TV Milwaukee have built-in "beep" signal equipment for stations' Radio City to warn staff of crew changes, switches, etc. Signal, heard three minutes before end of each quarter-hour period, is derived from audio oscillator-amplifier and timed to feed into hidden loudspeakers. Mechanism runs 24 hours a day.

WGN-TV Chicago televised 1956 Chicago National Boat Show exclusively and directly from International Amphitheatre there Feb. 4, noon-1 p.m. CST. Station used two complete mobile units, three crews, six cameramen and four microphone hookups.

KJEO-TV Fresno, Calif., is producing afternoon *Del Gore Show* (2-2:30 p.m., Mon.-Fri.), in color three times weekly. Station claims to be first station in San Joaquin Valley to install color studio cameras for local, live color originations.

REPRESENTATIVE PEOPLE

MR. MASLA

Jack Masla, vice president of Burke-Stuart Co., N. Y., national station representative, elected executive vice president of firm. He has been with Burke - Stuart since 1953.

Robert Anderson, NBC Spot Sales, Chicago, and **Kenneth Johnson** to NBC Spot Sales in San Francisco and L. A., respectively.

William G. Walters, formerly of WABD (TV) New York sales staff, to N. Y. office of Free & Peters Inc., station representative firm, as television account executive.

L. B. Wilson INCORPORATED
WCKY
CINCINNATI O.

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

*Sept.-Oct. Pulse

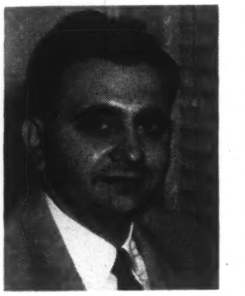
BUY WCKY

REPRESENTATIVE APPOINTMENTS

KMO Tacoma, Wash., appoints Avery-Knodel Inc., N. Y., national representative. Q. Cox, Portland, and Hugh Feltis & Assoc., Seattle, continue to represent KMO for Oregon and Washington respectively.

STATION PEOPLE

Samuel T. Johnson, general sales manager, WTVN Columbus, Ohio, appointed acting general manager, succeeding Byron Taggart, resigned.


MR. STEPHEN

Richard Stephen, southeast division manager, Ray Cormier Adv., L. A., returns to WBRC-TV Birmingham, Ala., as local sales manager. Before joining Cormier he was with WBRC-TV sales from 1953-1955.

Reginald Roos, assistant manager, KOZE Lewiston, Idaho, named acting manager, succeeding **Tom Decker,** resigned. **Jack Wilbur,** KIEM Eureka, Calif., to KOZE as chief engineer-announcer. **William A. Dodel,** KRLC Lewiston, to KOZE as chief announcer.

Roger Dufort, formerly executive secretary, Plattsburg Chamber of Commerce, N. Y., appointed sales manager, WEAV Plattsburg.

Carl Bailey, Avalon program supervisor, KBIG Santa Catalina-Avalon, Calif., named Island manager, replacing **Don Callen,** resigned. **Harvey Haas,** KBIG transmitter supervisor, promoted to supervisor of engineering and maintenance at Avalon plant. **Glynn Covington,** technical staff, KLON Long Beach, Calif., to KBIG Avalon engineering staff, succeeding **William Sweet,** resigned.

Herbert Pollock, formerly account executive, KTAC Tacoma, Wash., to KMO Tacoma as account executive. **Harry Sedgwick** to KMO as account executive. **Edward Purcell,** formerly news director, KWSC Pullman, Wash., to KMO as newsman-announcer. **Loni Smith** to KMO in production and continuity department.

Ed Hawkins, merchandising manager, KTTV (TV) Los Angeles, appointed account executive. **Sam Sebby,** floor manager, KTTV, promoted to staff directer.

Merrill Pietila, announcer, KEX Portland, Ore., appointed account executive. **Russ Conrad,** KEX announcer, and **Bob Adkins** Aberdeen, Wash., both to KEX disc jockey staff.

Donald K. Ross to KGFJ Hollywood as program director. **Larry Grannis** to KGFJ sales department.

S. Lee Varker, promotion-advertising manager, WMUR-TV Manchester, N. H., appointed to new post of merchandising manager.

William C. Kersey, production manager, WISN Milwaukee, named acting program manager. **Donald Froehlich,** announcer, WAUX Waukesha, Wis., to WISN announcing staff.

Jack Brooks, news director, WCCC Hartford, Conn., appointed program director. **Arthur Kevin,** WAVZ New Haven, Conn., to WCCC as announcer.

WIVES of staff members will take over at KJAN Atlantic, Iowa, tomorrow (Tuesday) during that station's "Sweetheart Day," operating the station from sign-on to sign-off. Included in the event: 45 merchants who will run a package of spot announcements and feature a "Sweetheart Day" special in their stores; special luncheons at two local restaurants; a corsage presented to a "Sweetheart Listener" at every station break, and a dinner dance for sponsors and staff with their "sweethearts."

The KJAN distaffers (l to r): seated, Mrs. Ruth G. Marker, Mrs. Robin Morrow; standing, Mrs. Bob Einhaus, Mrs. "Skeet" Preston, Mrs. Red Faust, Mrs. Frank Miller, Miss de Lashmutt. Not pictured: Mrs. Wes Haines and Mrs. Jack Maher.

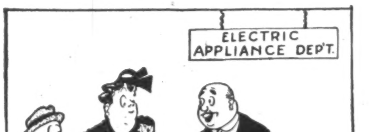
George E. McLaughlin, formerly public relations staffer, Gray & Rogers Inc., Philadelphia, to WCAU-AM-FM-TV Philadelphia, as director of press information.

Don Clark, chief announcer, KMHT Marshall, Tex., promoted to program director.

Don Blair, announcer-disc jockey, WPTR Albany, N. Y., appointed program director.

H. Jeff Forbes, president, Forbes & Assoc., Richmond, Va., tv-motion picture consultant, to WNAC-TV Boston as supervisor of special film projects.

Peter Hollander, manager, N. Y. office Kinesis Inc., documentary-educational film distributor, named film director-cameraman for WGBH-TV Boston, non-commercial educational tv station.



"Like we say over KRIZ Phoeniz—even a man can operate it."

Bob Ferris, formerly newsman with CBS in L. A., to KABC Hollywood, as newsman.

John Friend to WTVN-TV Columbus, Ohio, in photography department.

Gene Romance to WLOG-AM-FM Logan, W. Va., as announcer.

Annette May, vocalist, and pianist **Jack White,** Washington, D. C., to WTOP-TV Washington, on *Mark Evans Show.*

Joe Augella, WJLB Detroit, to WOHO Toledo, Ohio, as announcer.

Eddie Hubbard, Chicago disc jockey, signed by WBKB (TV) Chicago for new *Dance Party* show each Saturday afternoon. He also appears on WIND Chicago.

Earl (Fatha) Hines, pianist-band leader, to KCBS San Francisco for weekly Saturday show.

Virginia Renaud, director of education, WBBM-AM-TV Chicago, to faculty of Lincoln College, Lincoln, Ill., as guest lecturer on radio-tv broadcasting. She continues duties at Chicago stations.

Mary Clark promoted from staff to program director at WFMF (FM) Chicago.

Aline Mosby, UP Hollywood columnist, has begun news series on KABC-TV Los Angeles.

Beulah Bestor to WSTC-AM-FM Stamford, Conn., for multi-weekly show.

Bill Evans, formerly early morning disc jockey at WGN Chicago, to WIND same city in same capacity starting Feb. 27.

Carol Fairall to WOAI-TV, San Antonio, Tex., as junior tv artist.

James Babb has joined WBTV (TV) Charlotte, N. C. as publicity director. **Larry Brodersen** to WBTV (TV) as promotion artist. **Charles Seward** to WBTV (TV) as sales representative for tv sales.

KCEN-TV
Naturally
ON THE BEAM
with
CONSISTENTLY TOP PROGRAMMING
CONSISTENTLY TOP RECEPTION
from the
WACO-TEMPLE
"HUB"
TO THE REMOTEST CORNERS OF ITS
17,000 SQUARE MILE COVERAGE
of the
MULTI-MILLION DOLLAR
CENTRAL TEXAS MARKET
KCEN-TV
TEMPLE, TEXAS
General Offices: P. O. Box 188, Temple
Sales Offices: Professional Bldg., Waco.
Studios and Transmitter at Eddy, Texas — between Waco and Temple.
TWX Eddy, Texas, No. 8486
Representatives:
National: GEORGE P. HOLLINGBERY COMPANY
Texas: CLYDE MELVILLE COMPANY, Melba Building, Dallas
CHANNEL 6 VHF MAXIMUM POWER
NBC INTERCONNECTED

QUAD-CITIES
NOW 1/4 MILLION PEOPLE
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956
CBS FOR THE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

NEBRASKA Gov. Victor E. Anderson cuts the ribbon at opening ceremonies which put KHAS-TV Hastings, Neb., on the air. The ch. 5, 100 kw NBC-TV affiliate is owned by the Nebraska Television Corp. Present for the ribbon cutting are (l to r) W. L. Murray, operations manager; Duane Allison, chief engineer; Gov. Anderson; Duane L. Watts, general manager; Lloyd Kissinger, secretary, Nebraska Television Corp., and Bob Schnuelle, production manager.

Ann Connolly to WHTN-TV Huntington, W. Va., as hostess of new *Feminine Touch* program. **Mrs. Bernice Hall,** Cabell County home demonstration agent, and **Willa Ramsey,** caterer, are show's cooking specialists.

Paul Loebig to film department KHAS-TV Hastings, Neb.; **Kenneth Waligorski** to WISN-TV Milwaukee as floor manager; **Christine Chadwell** to publicity department, WRC Washington; **Carlton Cremeens** to KTHV-TV Little Rock, Ark., as director; **Jack Curtis** to KOOL-TV Phoenix, Ariz., as floorman; **Jack Hurlbut** to WKOW Madison, Wis., as floor manager; **Clarence McIntosh** to WTTW-TV Chicago as assistant to facilities supervisor; **Duane Kramar** to WBAY-TV Green Bay, Wis., as floorman; **Eassa Shaheen Jr.** to WHIZ-TV Zanesville, Ohio, as director-cameraman; **Gerard Parnell** to WFRV-TV Neenah, Wis., in audio-control; **Tom Colvin** to KPAM Portland, Ore., as announcer. All are Northwest Radio & Television School graduates.

Tom Decker, sports director, WVET-AM-TV Rochester, N. Y., to do play-by-play for all Rochester Red Wings 1956 baseball games.

Sambo Mathieson, U. S. mailman, star of new weekly show on WBSC Bennettsville, S. C.

Jay B. Neely, former program director, WRAY Princeton, Ind., named director-announcer, KSBK Naha, Okinawa.

William Brown, floor manager, KTTV (TV) Los Angeles, promoted to director.

Howard H. Holderness, president, Jefferson Life Insurance Co., elected to Board of Directors of Jefferson Standard Bcstg. Co. (WBT, WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.). **Joseph M. Bryan,** president, Jefferson Standard Bcstg. Co., named senior vice president of Jefferson Life Insurance Co. **Michaux Crocker,** secretary-treasurer, Jefferson Standard Bcstg., named treasurer of insurance organization.

Bill Rapp, production director, KHJ-TV Los Angeles, named president of newly established Hollywood chapter of Civitan International, service organization dedicated to building better citizens by assisting underprivileged children.

Robert E. Tripp, news director, WFAA Dallas, elected president of Dallas professional chapter of Sigma Delta Chi, journalistic fraternity.

Clyde R. Spitzner, commercial manager, WIP Philadelphia, appointed chairman of Business and Industry Committee for 1956 Easter Seal campaign in Philadelphia.

William Fay, president, Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV Rochester, N. Y.), named president, Automobile Club of Rochester.

George C. Biggar, president and manager, WLBK De Kalb, Ill., elected to board of directors of De Kalb Chamber of Commerce.

Pel Schmidt, local sales manager, WAAM (TV) Baltimore, elected president, Baltimore Kiwanis Club.

Wayne Davis, WESC Greenville, S. C., elected president, Greenville Adv. Council.

Kenneth I. Tredwell Jr., vice president of Jefferson Standard Broadcasting Co. (WBT, WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.), elected to board of directors for Charlotte Chamber of Commerce. **J. Robert Covington,** vice president of Jefferson Standard Broadcasting Co., elected to board of directors of North Carolina Forestry Assn.

James T. Aubrey, Jr., general manager, KNXT (TV) Hollywood, appointed chairman of L. A. Area Community Chest television committee.

Howard S. Keefe, station manager, WWLP (TV) Springfield, Mass., elected vice president in charge of public safety education of Safety Council of Western Massachusetts.

Simon Goldman, president and general manager, WJTN Jamestown, N. Y., appointed to head special gifts division of Red Cross 1956 membership enrollment drive.

Tom Donahue, announcer, WIBG Philadelphia, appointed deputy athletic commissioner in Pa.

Clint Youle, NBC weather forecaster and conductor of *The Weatherman* program at WNBQ (TV) Chicago, will address National Conference and Workshop on Radio and Television Presentation of Weather at Statler Hotel in Hartford, Conn., March 3-4.

Marion Granger, WBUX Doylestown, Pa., half of station's farm broadcasting team *Mr. and Mrs. R. F. D.,* served as Pennsylvania chairman for annual "January Egg Month" promotion of state's poultry industry.

W. Chase Idol Jr., personnel relations director of Jefferson Standard Broadcasting Co. (WBT, WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.), appointed national chairman of labor-management committee of American Society for Personnel Administration.

Nat M. Abramson, director of WOR New York's artist bureau, elected president of Entertainment Manager's Assn. for 20th consecutive year. EMA is composed of 300 producers of packaged shows for club and hotel engagements, in which radio-tv and stage personalities appear.

Edgar Kobak, owner, WTWA Thomson, Ga., and business consultant, scheduled to address members of Assn. of Advertising Men & Women Feb. 28, N. Y., on "Media Selling Techniques," fourth of series of six lectures on advertising sales.

Walter B. Wagenhurst, senior director, WFIL Philadelphia, to teach television advertising and programming course at Charles Morris Price School of the Poor Richard Club.

Ted B. Sawyer, program director, WKNE Keene, N. H., elected president, Keene Chamber of Commerce.

Fulton Wilkins, assistant general sales manager, KNX Los Angeles and Columbia Pacific Radio Network, father of boy Feb. 2.

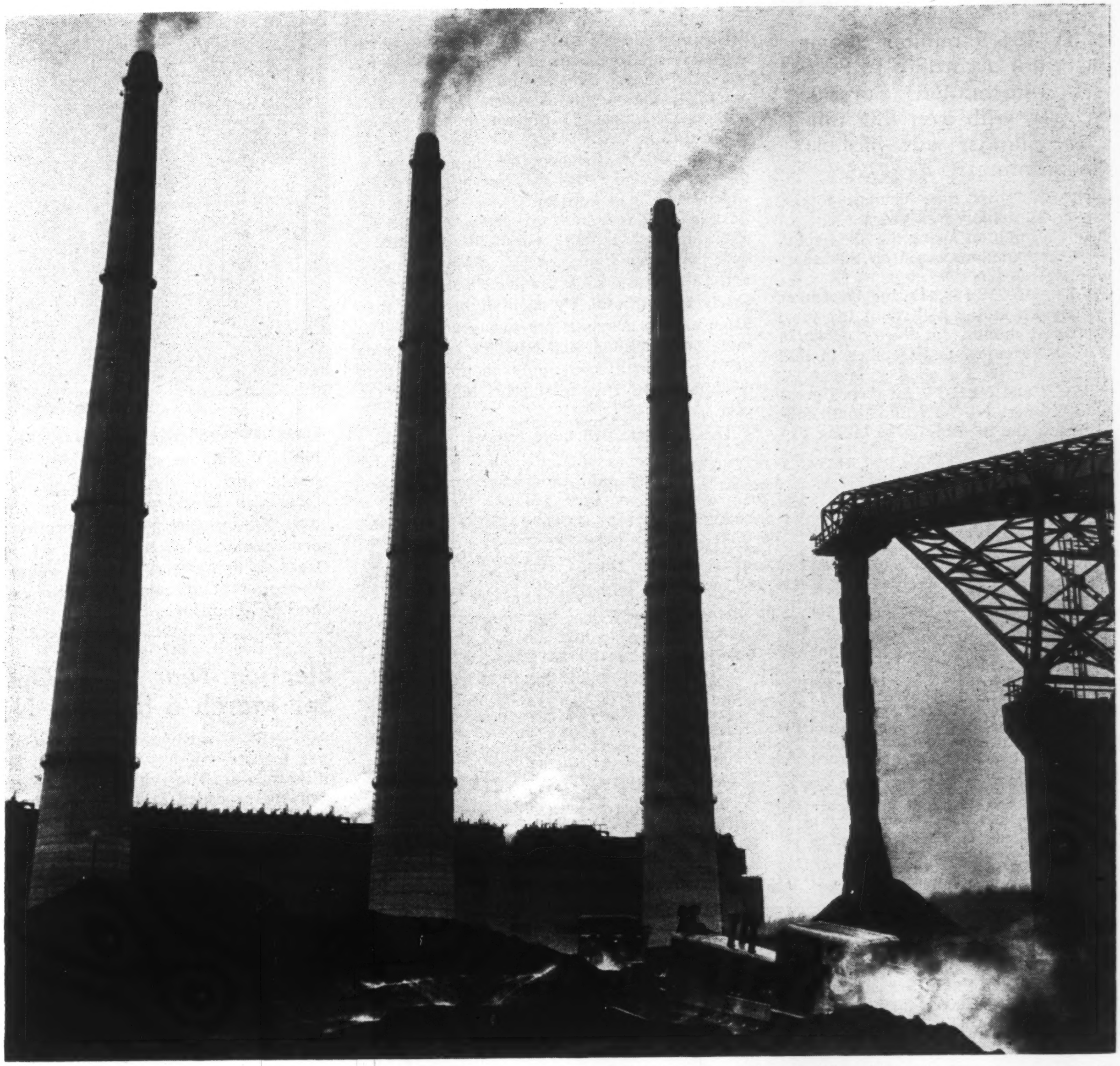
Arthur Lake, announcer-disc jockey, WJAR Providence, R. I., father of boy, Christopher Edward.

Norm Prescott, WBZ-WBZA Boston-Springfield disc jockey, father of boy, Michael Robert, Feb. 3.

WSJV-TV South Bend-Elkhart, Ind., announces **Ed Lasko,** program director, father of girl; **Forrest Boyd,** farm director, father of girl, Linda Carol, and **Vince Doyle,** sports director, father of girl, Irene; **John Alves,** account executive, father of boy, John Patrick; **R. Morgan Lumpp,** acting sales promotion director, father of boy, Robert Christian; **Darwin Monesmith,** engineer, father of boy, Michael J.

Sam K. Hazlett, 69, account executive, WFDF Flint, Mich., for 23 years, died Feb. 8 in Flint after several months' illness.

DAILY *Frederick and Nelson Concert Hour* is being broadcast on KXA Seattle under terms of a two-year contract being signed here by (l to r): John Croghan, KXA account executive; Jack Utz, sales promotion manager for Frederick & Nelson (department store) and Hugh A. Smith, KXA vice president-general manager.



Bulldozers churn through the million-ton coal pile at one of the gigantic plants in this record-breaking electric power project.

Electric Companies build largest power project ever

Here's dramatic evidence that no job is too big for America's independent electric light and power companies!

The plant above is part of a huge new electric power project on the Ohio River—new plants, new power lines, new facilities. A group of independent electric light and power companies, working together, is finishing this project at a cost of nearly $400,000,000. The largest ever built at one time, it is producing more electricity than is used by the entire city of New York. All of the power from the project serves the Atomic Energy Commission's plant at Portsmouth, Ohio.

The ability of America's independent electric light and power companies to tackle any job, *no matter how large*, is your assurance of plenty of power for your own future electric living. To meet *tomorrow's* needs for power, these companies are *today* building power plants and lines at a rate of 2 *billion* dollars a year. By 1965, the supply of electricity will be *double* what it is now.

Farsighted planning like this is one of the important reasons why you can always expect the best and the most electric service from *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

'55 NETWORK TIME COST $406 MILLION

Total is $86.5 million above 1954 figure according to Publishers Information Bureau. December, with over $39 million in billings, was highest single month.

NETWORK TV gross time charges totaled more than $406 million last year, a rise of more than $86.5 million above the 1954 total, according to computations based on Publishers Information Bureau reports.

Gross billing of $39,398,617 for December set off that month as the highest of the year. The next highest months for the tv networks last year were November and October, in that order.

Both CBS-TV and NBC-TV hit record gross billings in December. NBC-TV that month continued to narrow the monthly gross billing gap between it and CBS-TV, a development which started last October. As of December, NBC-TV was a little more than $1 million off CBS-TV's mark for the month in contrast to the $1.4 million to a near $3 million monthly noted earlier in the year.

While NBC-TV showed its billing sinews in the fall season, CBS-TV last year actually widened the gap between it and NBC-TV on the January-December basis. In 1955, CBS-TV picked up more than $5 million in gross billings over the $20 million lead it had held.

Each of the three tv networks increased their yearly figures, ABC-TV chalking up more than $16.6 million above its previous year; CBS-TV, some $42.7 million, and NBC-TV, a whopping $47.3 million, a figure only about $4 million less than ABC-TV's total gross billing for the year.

The complete PIB table follows:

NETWORK TELEVISION

	December 1955	December 1954	Jan.-Dec. 1955	Jan.-Dec. 1954
ABC	$ 6,301,578	$ 3,994,832	$ 51,393,434	$ 34,713,098
CBS	17,086,161	15,060,653	189,018,121	146,222,660
DuM**	——	1,457,436	3,102,708	13,143,919
NBC	16,010,878	13,047,419	163,384,796	126,074,597
TOTAL	$39,398,617	$33,560,340	$406,899,059	$320,154,274

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756	16,590,891*	——	15,618,704	38,086,351*
Nov.	6,496,236	16,866,314*	——	15,489,279	38,851,829*
Dec.	6,301,578	17,086,161	——	16,010,878	39,398,617
Total	$51,393,434	$189,018,121	$3,102,708	$163,384,796	$406,899,059

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*Revised as of 2/8/56

**Effective Sept. 15, DuMont Television network changed from a national network to a local operation

NETWORK PEOPLE

Bob Quinlan, executive producer of special events programs, KNXT (TV) Los Angeles, to CBS-TV, N. Y., as director of news and special events programs, Feb. 28. **Donald C. Hamilton,** assistant to vice president in charge of programs, MBS, appointed executive in CBS-TV business affairs department.

Dr. Sidney S. Alexander, economic adviser to CBS Inc., to faculty of School of Industrial Management at Massachusetts Institute of Technology. He continues as CBS consultant.

Arthur M. Ehrlich, account executive on Dow Chemical Co., MacManus, John & Adams N.Y., to NBC-TV's *Home* show as associate producer.

Chandler Cowles, Broadway producer, appointed general manager of new NBC Opera touring company [B•T, Dec 5, 1955]. Executive producer, the American Shakespeare Festival Theatre & Academy last season at Stratford-on-Avon, Conn., Mr. Cowles also has been associated with Gian Carlo Menotti productions.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

KARD-TV Wichita, Kan., will become an NBC-TV affiliate effective May 1, it was announced jointly by Harry Bannister, NBC vice president of station relations, and William J. Moyer, vice president-general manager of KARD-TV. At the contract signing are (l to r) Mr. Moyer, Don Mercer, NBC director of station relations, and Mr. Bannister.

Election Year Series Opener Set March 6 by NBC News

NBC NEWS' newly-established special election year feature unit has scheduled its first effort of March 6. The initial program, part of a series to be called *Politics and Primaries,* will be heard at irregular dates in the time slot currently filled by NBC Radio's *Biographies In Sound,* Tuesdays, 9:05-10 p.m. EST.

Supervising the new unit will be NBC News Manager Joseph O. Meyers, with Reuven Frank designated as executive producer. Other staff members include Arthur Wakelee, Jack Sughrue, Eliot Frankel, William Hill, Pat Trese and Herb Kaplow, with additional help being provided by NBC's affiliated stations. *Politics and Primaries* programs scheduled a week before state primaries include New Hampshire, March 6; Minnesota, March 13; Illinois, April 3; Pennsylvania, April 17; Florida and Ohio, May 1; Oregon, May 15, and California, May 29.

NBC-TV, Lutheran Churches Plan Religious Programs

SIX DRAMAS, live and in color, will be presented on *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) in a joint tv effort of NBC-TV and four Lutheran Church organizations. The first is scheduled April 2, the others following on May 7, June 4, Sept. 3, Oct. 1 and Nov. 5.

The Lutheran groups, representing more than 4.5 million members and working through Lutheran Television Assoc., will underwrite costs of the scripts, editing, casting and promotion as well as cooperating with program editors in selecting scripts. The Lutheran churches involved include the United, the Augustana, the Evangelical and the American.

Dr. E. O. Hove, chairman of Lutheran Television Assoc., said the program would pioneer in a "new approach to religious television . . . by fusing NBC's professional skills and dramatic programming standards with the Lutheran Church's basic concern for Man's spiritual growth. . . ."

ABC REALIGNS ITS SALES RESEARCH

Dean Shaffner and Donald W. Coyle to head separate departments for radio and television, respectively. Network president says split is designed for maximum effectiveness.

MR. COYLE

MR. SHAFFNER

DIVISION of the Sales Development and Research Dept. of ABC into separate departments for radio and television to be headed respectively by Dean Shaffner and Donald W. Coyle, is being announced today (Monday) by ABC President Robert E. Kintner.

Mr. Coyle, who has been director of research for ABC, will report to John H. Mitchell, vice president in charge of the tv network. Mr. Shaffner, who has been director of sales development, also for both radio and tv, will report to Don Durgin, vice president in charge of the radio network.

Mr. Kintner explained that the separation was designed to provide maximum effectiveness for both radio and tv activities of ABC. He noted that the naming of Messrs. Coyle and Shaffner as directors of the separated departments is in line with a policy of promotion from within the company.

Bert Briller, manager of sales development for ABC-TV, and Julius Barnathan, ABC-TV manager of research, will report to Mr. Coyle. Henry Poster, ABC Radio's manager of sales development, and a radio research manager yet to be selected will report to Mr. Shaffner. Personnel of the formerly unified department will be divided among the two new departments except for those in coverage, marketing and media, and art and drafting services, which will give integrated assistance to both departments.

The unified Sales Development and Research Dept., serving both radio and tv networks, had been operated under the direction of Gene Accas, who resigned a short time ago to join Television Bureau of Advertising today (Monday) as director of operations [B•T, Jan. 23].

Mr. Coyle joined ABC in 1950 as a tv sales development writer, became manager of the Research Dept., was named director of network tv research in October 1953 and director of research in September 1954. Mr. Shaffner, formerly with C. E. Hooper Inc., Crossley Inc., and Biow Co., moved to ABC in 1949 as a sales presentation writer. He served successively as manager of tv sales development, assistant director of research and sales development for radio and tv, and director of network radio research before being named director of radio network sales development and market research counsel in July 1954 and director of sales development for radio and television in September 1954.

WCTU Hits 'Beercasts'

THE National Woman's Christian Temperance Union is up in arms . . . this time over what its calls "person to person beercasts." With obvious reference to Edward R. Murrow's CBS-TV program, Mrs. Glenn G. Hays, WCTU president suggested radio-tv networks give equal time "to the public" by taking "their cameras and microphones into the skid rows and the alcoholic wards and show the effects of drinking." She blamed such type programs (sponsored by beer firms) for a claimed 50% rise in alcoholics the past 13 years. The National WCTU headquarters is in Evanston, Ill. Theodore Hamm Brewing Co. (Hamm's beer) is one of Mr. Murrow's sponsors on *Person to Person*.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

CBS Grants Two Requests To Answer Farm Appraisal

REQUESTS for time to reply, and time to reply to the reply—not an infrequent phenomenon in election years—resulted last week in CBS-TV scheduling two programs stemming from its *See It Now* appraisal of the national farm problem Jan. 21.

Agriculture Sec. Ezra Taft Benson, who appeared on the Edward R. Murrow-Fred Friendly program and said afterward he would ask for time to clear up certain impressions he considered "distorted" [B•T, Jan. 30], did so and was granted the 10:30-11 p.m. period Feb. 23.

In the meantime, Sens. Clinton P. Anderson (D.-N. M.), former Secretary of Agriculture, and Hubert M. Humphrey (D.-Minn.), asked CBS for time to reply to Mr. Benson in the event he was granted time to answer the *See It Now* broadcast. They were given the same slot March 1.

The broadcast will pre-empt *Quiz Kids*, sponsored by American Home Products.

CBS Inc. President Frank Stanton, answering Sec. Benson's request in a letter date Feb. 4, noted that the farm issues are "many and complex and the views concerning their solution are conflicting and strongly held." He said the offer of time to reply was made "in view of your request and in view of the broad public importance of the farm issues." He also noted that Sens. Anderson and Humphrey had asked for time to answer Mr. Benson and that CBS was granting their request.

The Feb. 23 and March 1 dates for the respective replies represented a rescheduling which CBS-TV said was made "for Mr. Benson's convenience."

As outlined in Dr. Stanton's reply, Mr. Benson was first offered the same half hour Feb. 9 and Sens. Anderson and Humphrey Feb. 16.

the station that made ROANOKE
VIRGINIA'S NO. 1 TV MARKET
70.2% station share of sets . . . (ARB)
WSLS-TV
CHANNEL 10
ROANOKE, VA.
NBC
Represented Nationally—Avery-Knodel, Inc.

BMI
MILESTONES for March
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the March package commemorates a special event of national importance.
"THE FATHER OF MODERN PLAYGROUNDS"
Joseph Lee
Born: March 8, 1862
"THE YOUNG FARMER"
4-H Week
March 13-19, 1956
"ST. PATRICK'S DAY"
March 17, 1956
"THE FABULOUS OSCAR"
(Story Behind the Academy Awards)
March 14-21, 1956
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TV NEWS: JOURNALISM OR SHOW BUSINESS?

It's the former, certainly, but there's a lot of the latter in today's function of the medium. So said John Day, director of news for CBS, when he addressed last week's short course in radio-tv news at the U. of Minnesota School of Journalism. Mr. Day had much to say on the subject: two points in particular are brought out in the excerpt below—the wide disparity in salaries for tv newsmen and the growing pressure to make newsmen pitchmen as well.

IS TELEVISION NEWS going to destroy itself in commercialism before its gets out of its swaddling clothes?

Television as it exists today *is* show business. For that reason at least one branch of journalism is trying to adapt itself to a strange new world. In so doing it has taken on some of the elements of show business. (Not all of these elements are new, of course, for tv news is in part an extension of radio news, and radio too is in show business. But television is show business with a capital S.)

Television news has tried to fit into this glittering show world by a series of compromises which affect both the persons working in tv news and the product they put on the screen.

Journalism has never known such a disparity in pay as exists at the network level in radio and television. The office boy, the news writer and the news editor make more than the average for their jobs on metropolitan newspapers. Enough more to make recruiting from newspapers practical, but surely not enough more to make the jobs utopian. The reporter who works with a camera team and develops pictorial stories requires new skills, and his job cannot be compared exactly with a particular newspaper job. But his pay is comparable to what a news writer or editor makes.

It is when a person becomes a performer, a director or a producer that things get wild. Here it's what a man can command and what the traffic will bear. It's what he and his union and his agent can get.

To one who worked in newspapers so long it seems strange to have a news correspondent's *agent* making formal calls upon him to discuss better assignments and fatter contracts. But that's part of the element of show business, and that's the way the system works.

I should explain here that correspondents (men who are reporters but who also appear on mike and camera), as well as directors and producers, have basic contracts calling for staff salaries that are *not* in the high brackets. Thus persons who do not earn commercial fees are paid well but not fabulously. However, on top of the basic contract there is an elaborate fee system which makes it possible for some to soar into the upper five and even six-figure annual pay brackets.

To state it mildly, this is not always fair. Too much depends on luck, agencies and the whim of the public instead of the competence and depth of the newsman. With certain reservations—such as the fact that unions set some of the fees—it is indeed free enterprise. But the system sometimes results in a man making three or four times as much as another who is as good or better and who works just as hard in the same field. It results in some men making many times more than the persons to whom they are responsible. This doesn't make for the best in responsibility, loyalty and morale. There has been talk, of course, of abolishing the fee system or of pooling fees, but nothing has come of it. And I am not hopeful that anything will.

The wide-ranging pay; the fact a newsman may belong to the American Federation of Radio & Television Artists (note the word artists); the fact he may have one or more business agents; that he may even have a publicity agent; that he may get fan mail of the type no newspaper or magazine writer would get—all these are elements that identify television newsmen with show business.

Another element is the fact that television newsmen (and, to be sure, radio newsmen as well) are called upon to deliver commercials. Ever since it has had a news service, CBS, thank heavens, has tried to keep the news and the advertising separate by having persons other than the reporters deliver the commercials. We are not simon pure in this respect. The pressures from advertising agencies, and sometimes from persons within the company, are strong and unrelenting. In the matter of "lead-ins"—introductions to commercials that may in themselves endorse the product—a couple of sponsors have gotten a foot in the door by pressing our newsmen into reading them.

CBS News strives with continuing vigilance to protect its newsmen from the chore of doing commercials. On the other hand, most newsmen on other networks and on individual stations do deliver all or parts of commercials.

MR. DAY

Please understand, I have nothing against advertising. I am in fact one of its strongest advocates, because I believe its effect has been immeasurably great in the expanding economy of this country. But in this field I believe in segregation. Let someone not associated with the news deliver the sales pitch. It is worse than unfair to ask a man to try to deliver an explanation of some world crisis in one breath and an appeal to his listeners to buy a certain remedy for aches and pains in the next.

Now that I have pointed out some elements of commercialism as they affect individuals in television and radio news, I think it is important that I make this observation: Big as is the money that floats around in electronic journalism, I personally know of not one single case where a newsman has deliberately slanted a story, omitted a story or added a story because his sponsor asked for it. I have no doubt, there have been such cases. But they must be few, for talk of things like that travels fast. I'm happy to say that although electronic newsmen may become prima donnas, they don't become crooks.

I have asked whether television news was going to allow commercialism to destroy it before it really gets out of its swaddling clothes. I have pointed out some of the dangers that make such a fate possible, but I am optimistic that the pitfalls will be circumvented and that television news will, in the not too distant future, achieve the stature of the good newspaper and the good radio program.

AB-PT Named Co-defendant In Libel Suit Against Duggan

AMERICAN BROADCASTING - Paramount Theatres Inc. is named as co-defendant in a $100,000 libel suit filed by a night club entertainer against Tom Duggan, commentator at WBKB (TV) Chicago, which ABC owns and operates.

The suit was filed in local Superior Court Feb. 3 on behalf of Philip S. Tucker, ascribing "defamatory" statements to Mr. Duggan (Thomas Duggan Goss) on some of his late evening broadcasts. Mr. Tucker claims he was forced to quit his job at the Silver Cloud because of "willfully and maliciously" made statements concerning an alleged female impersonation act.

A contempt citation against Mr. Duggan, arising from remarks he allegedly made in connection with a child custody case, will be reviewed by the Illinois Supreme Court [B•T, Jan. 23; Dec. 19, 1955].

Frick Starts Negotiations For Sale of Baseball Rights

BASEBALL COMMISSIONER Ford Frick was reported last week to have begun preliminary negotiations for sale of radio and television rights to the All-Star Game and the World Series, effective in the 1956 season. Though no details were available from the Commissioner's office, it was learned by B•T that he has had discussions on the subject with at least four business organizations, including CBS and NBC.

Mutual has held the rights to the All-Star Game and the World Series since 1949, with its privilege expiring with the series games this year. For the past three years, Mutual has paid $1.25 million per year for the package and has assigned the tv rights to NBC-TV. It is reported that Mr. Frick is seeking about $3 million for the annual rights because of the growth of television in the past several years.

Mr. Frick indicated at a baseball writers' dinner in New York Feb. 5 that he may have an announcement on the radio-tv package after the All-Star Game this July. He stressed that his office alone is empowered to negotiate the sale of the rights, but said he would keep the baseball players' representatives informed on progress of the transaction.

Perry Mason Mysteries To Be Filmed for CBS-TV

A NEW ONE-HOUR film series will start on CBS-TV next fall centered on the fictitious lawyer, Perry Mason, created by author Erle Stanley Gardner, Hubbell Robinson Jr., vice president in charge of network programs, said last week.

Mr. Robinson, in a joint announcement with Mr. Gardner, Cornwell Jackson, a vice president of J. Walter Thompson, Hollywood, and Mr. Jackson's wife, actress Gail Patrick, said Mr. Gardner's catalog of 272 titles had been acquired. Mr. and Mrs. Jackson and Mr. Gardner are officers of Paisano Productions, a West Coast operation which will film the series in cooperation with CBS.

The sale of Mr. Gardner's books has reached the 100 million mark, CBS-TV estimated. The first property to be filmed—the catalog also includes stories based on 11 other characters created by Mr. Gardner in mystery novels and short stories—will be the Perry Mason stories. Production team, writers and cast are expected to be announced after conferences in Hollywood this week with Mr. Gardner and the Jacksons.

WNEM-TV Joins ABC-TV

WNEM-TV (ch. 5) Bay City-Saginaw, Mich., has joined ABC-TV as a basic affiliate, Alfred Beckman, ABC-TV station relations director, announced last week. The station is owned and operated by the Northeastern Michigan Corp., Bay City.

NBC-TV Sets All-Color Show of Antarctica Films

THE first full-length, all-color tv program devoted to exclusive films shot by NBC News' William B. Hartigan in the U. S. Navy's "Operation Deepfreeze" at the South Pole will be telecast Feb. 26, 4-5 p.m. EST, under the title of "Antarctica: Third World."

Davidson Taylor, NBC vice president in charge of public affairs, said this is "the first of a series of NBC-TV programs reporting on the International Geophysical Year, 1957-58, the largest international scientific undertaking in the history of mankind." Mr. Hartigan's films have already appeared at irregular intervals on *News Caravan* and other NBC-TV news programs.

The program will be narrated by Chet Huntley who was to have started this month a new tv news program, *Outlook*. The latter has been shelved temporarily [B•T, Jan. 30]. Production will be handled by Joseph O. Meyers, manager of NBC News, and Reuven Frank, NBC producer.

NBC scored an international scoop in flying out the first exclusive films and tape recordings of the current American expedition into the Antarctic.

The 13,300 feet of film shot by Mr. Hartigan includes coverage of every phase of the adventure from the "jumping off" point in New Zealand through the ice-breaking work of the U. S. S. Glacier, a rescue of expedition members whose plane crashed, and a dramatic flight over the geographical South Pole. On the trip over the Pole, Mr. Hartigan encountered some of the worst climatic conditions ever endured by a cameraman. Eventually the severely low temperature congealed the oil of his camera motors and brought his picture-taking to an end, temporarily.

The filmed rescue operations with the ice breaker, *S. S. Glacier*, in the background.

PALEY: CBS INC. SET RECORD IN '55

PRELIMINARY estimates indicating that CBS Inc. achieved record-setting sales and profits during 1955 were reported to the board of directors last week by Chairman William S. Paley.

He told the board at a meeting Wednesday that net earnings for the year are tentatively estimated at $13,397,000, or 17.4% over the $11,415,000 earned during the preceding year.

Per-share earnings for 1955 were placed at $1.83, a gain of 21 cents over the $1.62 per share earned in 1954. These amounts are after adjustment of the number of shares outstanding to reflect the three-for-one stock split-up made in April 1955.

At the meeting the board declared a cash dividend of 20 cents a share on class A and class B stock, to be payable March 9 to stockholders of record at the close of business on Feb. 24.

The 1955 preliminary financial report contained no breakdowns. In a yearend review several weeks ago, however, it was estimated that CBS-TV's billings for 1955 would exceed by about 30% its 1954 total of approximately $146 million, while CBS Radio's billings for 1955 have been estimated unofficially at about $49 million, a drop of around 15%. Other divisions of CBS Inc. are CBS-Columbia, CBS International, CBS Labs, Columbia Records, and CBS-Hytron.

Ampex Tv Tape System In Experimental Stage

G. I. LONG, president, Ampex Corp., Redwood City, Calif., in a letter last week told the firm's stockholders that Ampex has constructed a laboratory version of what is believed to be a practical system for the recording and reproduction of tv pictures on magnetic tape.

"However," Mr. Long cautioned, "the conversion of this laboratory prototype into a commercially acceptable unit will still require a considerable amount of additional time and effort. We do not contemplate publicly demonstrating this laboratory model. We cannot predict when we will be in a position to demonstrate a unit more suitable for commercial use."

Two 'Antenaplex' Systems Nearing Completion by RCA

TWO MAJOR community television "Antenaplex" installations, which will introduce city-wide multi-channel television reception to the Texas towns of Victoria and Paris, are in process of completion by RCA, it was announced last week.

J. F. O'Brien, manager of the RCA theatre and sound products department, said the installations are being made by RCA for Mid-West Video Corp., Little Rock, Ark., which will operate the community tv systems on a subscription basis through subsidiaries set up in each locality.

RCA completed a similar installation for Mid-West last year at Greenville, Miss.

The "Antenaplex" system in Victoria, already providing tv service in some areas of the city, will enable subscribers to receive the signals of five tv stations, up to 128 miles away, officials reported. The one in Paris, currently providing signals to tv set dealers in the central business district and slated for completion within three months, will bring in six stations, up to 118 miles away.

Both installations feature high towers, one

500 and the other 550 feet, and antenna-stacking arrays to minimize co-channel interference and maximize selectivity. At Victoria the "Antenaplex" installation includes 24 antennas in the tower equipment to provide optimum reception of WOAI-TV (ch. 4) and KENS-TV (ch. 5) San Antonio; KTRK-TV (ch. 13) and KPRC-TV (ch. 2) Houston and KGUL-TV (ch. 11) Galveston. At Paris 32 RCA antennas are included for reception of WBAP-TV (ch. 5) and KFJZ-TV (ch. 11) Fort Worth; WFAA-TV (ch. 8) and KRLD-TV (ch. 4) Dallas; KCMC-TV (ch. 6) Texarkana, and KLTV (ch. 7) Tyler.

Six Field Staffers Promoted In RCA Victor's Tv Division

SIX field staff transfers and promotions went into effect last week at RCA Victor Television Div., with George Fearnaught, division field sales manager, announcing these changes:

P. E. Cunningham, field sales representative, Cleveland, to RCA Victor Tv Div. headquarters, Cherry Hill, N. J., as administrator on special sales accounts; James Melankas, RCA Victor Distributing Corp., Chicago, succeeds Mr. Cunningham in Cleveland; George Lohman, New York field sales representative, named eastern district manager, tv division; Don Roark, Boston office, to New York, succeeding Mr. Lohman; Jack Kain, field sales representative, Indianapolis, to Boston in similar capacity; James Cunnane, named field sales representative in Indianapolis.

Sales by Microwave Assoc. Increase 40% During 1955

A SALES INCREASE of 40% was gained over 1954 by its $2 million sales last year, Microwave Assoc., Boston, electronics firm, reported last week. Microwave President Dana W. Atchley Jr. said the largest backlog of orders in the company's history points to another record year in 1956.

Mr. Atchley said that the company's growth also could be seen in the 20-for-1 split of Microwave stock recently authorized by the firm's shareowners. Western Union and American Broadcasting-Paramount Theatres Inc. each own one-third interest in Microwave, which designs and produces magnetrons, silicon diodes, radar components, microwave test equipment and other electronic devices. A new building covering 50,000 sq. ft. is being readied for fall occupancy on a seven-acre site at Burlington, Mass., to provide required space for Microwave's increased manufacturing and research activities.

Picture Tube Record

FACTORY sales of tv picture tubes in 1955 set an alltime record, totaling 10,874,234 units compared to 9,913,504 in 1954, according to Radio-Electronics-Tv Mfrs. Assn. December sales totaled 881,465 tubes compared to 1,086,998 in November and 1,009,398 in December 1954. Factory sales of receiving-type tubes totaled 479.8 million in 1955 compared to 385 million in 1954.

Magnavox Offers Service On Its Purchased Sets

WHAT is reported to be the tv industry's first free service contract for tv set owners was announced Tuesday in New York by Frank M. Freimann, president of the Magnavox Co. The contract will make available to the public a new Gold Seal Program offering a three month's guarantee on overall operation and a one-year guarantee on tubes and parts.

Applying to all Magnavox tv sets from $249.50 and up, the new warranty program was inaugurated, Mr. Freimann said, only after it was proven conclusively to the firm's engineering staff that the newest Magnavox chassis minimized service requirements.

In explaining in detail the various facets of the Gold Seal Program, Mr. Freimann said that "in the public eye, tv servicing has become a major scandal. Close to 5% of a set's small tubes fail within the first 90 days in about 90% of tv sets sold, which has meant a very high cost to the consumer. We at Magnavox feel that the industry has matured sufficiently at this time so that we can safely do away with antiquated servicing contracts. We owe this much to the consumer."

He added that the Gold Seal Program, "by eliminating extra service costs . . . and letting Magnavox pay the initial repair bills, will be reflected to us in the form of additional confidence upon the part of the tv buying public."

$650 Color Set by Magnavox

MAGNAVOX Co., Ft. Wayne, Ind., manufacturer of radio-tv receivers and high-fidelity phonographs, expects to break the "high-cost barrier of color television within the reasonably near future," by introducing a color set priceranged in the $650-$700 area.

President Frank M. Freimann said that although he does not expect "to see the general price of color tv come down very fast," his firm will introduce what he claimed to be the industry's lowest-priced model in April or May. Later, he added that he meant "within the reasonably near future." Mr. Freimann said that to give additional details at this time "would not be appropriate."

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Sylvania Buys Stock to Keep Baseball Franchise in Buffalo

A $5000 CHECK for stock in the Buffalo, N. Y., Bisons baseball team—one of the biggest yet in a citywide campaign to keep the Bisons in Buffalo through community ownership—was turned over to the team last week by Sylvania Electric Products' Radio and Television Div.

Arthur L. Chapman, vice president of the division, which has its headquarters at Buffalo, said that Sylvania sponsored the stock purchase and was joined by Cladco Electronics Inc., which distributes the company's radio and tv sets in the region, and Sylvania dealers in the area.

MANUFACTURING SHORTS

Allen B. DuMont Labs., Clifton, N. J., reports shipment this month of color multi-scanner to WRVA-TV Richmond, Va.

Collins Radio Co., Cedar Rapids, Iowa, has opened Northwest sales office in Seattle, Wash., at 1318 4th Ave., headed by **C. L. Pfeiffer.** Telephone: Main 8278.

MANUFACTURING PEOPLE

Harry R. Clark, vice president-general sales manager, LEL Inc. (transistorized products) Copiague, N. Y., elected to firm presidency in addition to other duties.

Allen E. Reed, comptroller, Raytheon Mfg. Co., Waltham, Mass., also elected treasurer of electronics firm, succeeding **D. T. Schultz,** resigned to become president of Allen B. DuMont Labs.

Merle K. Kremer, special assistant to general manager of Parts Div., Sylvania Electric Products Inc., Warren, Pa., appointed assistant general manager of division. **Peter J. Grant,** Cincinnati district sales manager, Sylvania Electric Products Corp., N. Y., appointed manager of sales management development, with headquarters in Buffalo.

Vice Admiral Murrey L. Royar, USN (ret.), elected director of National Co. Inc., advanced electronic engineering manufacturer, Malden, Mass.

John J. McGrath, Boston and eastern Massachusetts district manager, DuMont National Distributors Inc., division of Allen B. DuMont Labs, Clifton, N. J., named New England District manager, DuMont television receiver division.

C. Cornell Remsen Jr., assistant director of International Telephone & Telegraph Corp.'s patent contract department, named director, succeeding **A. Goodwin Cooke,** resigned to join executive staff of International Standard Electric Corp., IT&T subsidiary. **John G. Copelin,** vice president and comptroller, Federal Telecommunications Labs, research division of IT&T, elected vice president, comptroller and director of International Standard Electric Corp., another IT&T subsidiary.

Edgar A. Post, former superintendent of navigational aids, United Air Lines, appointed manager of radio systems lab, Stanford Research Institute, Menlo Park, Calif.

Headliner Deadline March 1

MARCH 1 is the deadline for entries in the 22d annual Headliner Awards, given by the National Headliners Club of Atlantic City for outstanding news coverage and public service by radio and tv stations and networks, as well as for news stories and photographs in newspapers and magazines and newsreels. Entries for achievements during the calendar year 1955 should be sent to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City, N. J.

The 1955 winners will be announced March 22 and awards presented April 7 at the Headliners' meeting in Atlantic City.

NAB Honors Dr. Horwich

DR. FRANCES HORWICH, conductor of *Ding, Dong School,* last week was placed on the National Audience Board's Honor Roll, representing NAB's first achievement award. A silver statue was presented to Dr. Horwich "for maintaining high standards on the air as supervisor of children's program . . ." Civil and education groups make up NAB membership.

Earlier Dr. Horwich and Arlene Francis of the NBC-TV *Home Show* were cited by the National Assn. of Home Builders for "outstanding services to education . . . and housing progress."

AWARD SHORTS

Worth Kramer, vice president-general manager, WJR Detroit, received first annual plaque award from Detroit Commission on Community Relations for "distinguished public service in the field of human relations." Mayor Albert E. Cobo of Detroit and Leonard Simons, president, Simons-Michelson advertising agency, made presentation.

Don S. Mitchell, radio-tv director, Watts, Payne Adv. Inc., Tulsa, Okla., named Tulsa's Most Outstanding Young Man of 1955 by Junior Chamber of Commerce. With title went Jaycee Distinguished Service Award for civic work.

MR. MITCHELL

WOW-TV Omaha, received award from Columbus, Neb., Junior Chamber of Commerce for cooperation in civic projects.

Honor to KOMO-TV

KOMO-TV Seattle received the 1955 Seattle Chamber of Commerce's Paul Bunyan Award for its origination of the NBC *Home* show from Seattle last June. KOMO-TV becomes the first tv station to win the award since it was established 12 years ago.

The award—presented annually by decision of judges from other communities—goes to the individual, firm or organization which has done the most in the previous year to attract favorable national attention to Seattle.

Station Authorizations, Applications

(As Compiled by B • T)

February 2 through February 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 8

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,822	2,821	212	348	156
Fm	538	526	52	19	1

FCC Commercial Station Authorizations As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 8

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	345	98	443
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	304	308	612[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] **163 cps (32 vhf, 131 uhf) have been deleted.**

[2] **One educational uhf has been deleted.**

[3] **One applicant did not specify channel.**

[4] **Includes 34 already granted.**

[5] **Includes 642 already granted.**

FCC ANNOUNCEMENTS

Existing Tv Stations . . .

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks mod. of cp to change ERP to 34.8 kw aur. and make equipment changes. Ant. height above average terrain 3,665 ft. Filed Feb. 6.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp to change ERP to 39.8 kw vis., 21.8 kw aur., install DA system and make other equipment changes. Ant. height above average terrain 3,711 ft. Filed Feb. 6.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp to change ERP to 578 w vis., 288 w aur., install ant. system and make other equipment changes. Ant. height above average terrain 139.6 ft. Filed Feb. 6.

APPLICATIONS AMENDED

WKRC-TV Cincinnati, Ohio—Filed amendment to also cover facilities specified in BPCT-2060 granted Nov. 17, 1955. Amended Feb. 2.

WGBI-TV Scranton, Pa.—Filed amendment to make further ant. changes. Ant. height above average terrain 1,350 ft. Amended Feb. 2.

WORA-TV Mayaguez, P. R.—Filed amendment to change ERP to 29.64 kw vis., 17.78 kw aur., description of trans. location to State Mountain, Monte de! Estado, P. R. (not a move) and to make equipment changes. Filed Feb. 6.

CALL LETTERS ASSIGNED

WCKT (TV) Miami, Fla.—Biscayne Television Corp., ch. 7.

KYW-TV Cleveland, Ohio—Westinghouse Bcstg. Co., ch. 3. Changed from WNBK (TV) effective today (Monday).

WRCV-TV Philadelphia, Pa.—NBC, ch. 3. Changed from WPTZ (TV) effective today (Monday).

New Am Stations . . .

ACTIONS BY FCC

Thomasville, Ala.—J. Dige Bishop granted 630

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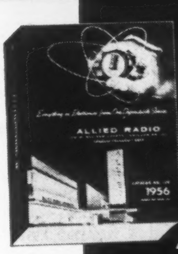

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kc, 1 kw D. Post office address P. O. Box 29, Andalusia, Ala. Estimated construction cost $15,440, first year operating cost $26,000, revenue $32,000. Mr. Bishop owns 20% of **WCTA-AM-FM Andalusia** and 40% of **WDOB Canton, Miss.** Granted Feb. 2.

Fort Lupton, Colo.—Harry Laurence Hill granted 800 kc, 500 w D. Post office address % E. B. Evans, 718 Symes Bldg., Denver. Estimated construction cost $21,530, first year operating cost $36,000, revenue $55,000. Mr. Hill is dairy farmer and orchestra leader. **Granted Feb. 2.**

Daytona Beach, Fla.—Volusia County Bcstg. Corp. application for cp to operate on 1380 kc, 1 kw D returned to applicant; improperly dated. Returned Feb. 8.

Ithaca, N. Y.—Thompson K. Cassel Co. granted 1470 kc, 1 kw D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $15,245.32, first year operating cost $49,500, revenue $63,000. Mr. Cassel has interests in **WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J.,** and **WDBF Delray Beach, Fla.** Granted Feb. 2.

Lake Placid, N. Y.—Essex County Bcstg. Co. application for cp for new am to operate on 1300 kc, 1 kw D with remote control of trans. dismissed at request of applicant. Dismissed Feb. 6.

Rutherfordton, N. C.—Rutherford Bcstg. Co. application for cp for new am to operate on 1320 kc, 500 w D dismissed at request of applicant. Dismissed Feb. 6.

APPLICATIONS

Fresno, Calif.—Robert L. Lippert, 1540 kc, 500 w D. Post office address **145 N. Robertson,** Beverly Hills, Calif. Estimated construction cost $17,034, first year operating cost $48,000, revenue $60,000. Mr. Lippert owns motion picture production and distribution firm and has interests (ranging from 25% to 62.5%) in 26 movie theatres. Filed Feb. 2.

New Haven, Conn.—1360 Bcstg. Co., 1260 kc, 1 kw D. Post office address P. O. Box 26, Baltimore, Md. Estimated construction cost $20,000, first year operating cost $52,000, revenue $75,000. Applicant is licensee of **WEBB Dundalk, Md.** Filed Feb. 2.

Tampa, Fla.—Radio Tampa, 1010 kc, 50 kw D. Post office address 216 W. Jackson Blvd., Chicago, Ill. Estimated construction cost $98,250, first year operating cost $102,000, revenue $140,000. Principals are **Richard M. Seidel** (51%), dealer in mailing lists, and **Bernice Schwartz** (49%), 49% owner of **KATZ St. Louis, Mo.** Filed Feb. 2.

Jerome, Idaho—Northside Broadcasters Inc., 1400 kc, 250 w unl. Post office address 128 W. Main St., Jerome. Estimated construction cost $11,194, first year operating cost $32,000, revenue $38,000. Principals are Pres. **Karl Metzenberg** (33.3%), continuity director, **KUMA Pendleton, Ore.;** Vice Pres.-Gen. Manager-Chmn. of Board **Herbert Everitt** (33.3%), KUMA sales manager; Secy. **Tom Prescott** (16.6%), real estate, and Treas. **Charles L'Herrison** (16.6%), furniture, real estate interests. Filed Feb. 8.

Neon, Ky.—Letcher Bcstg. Corp., 1450 kc, 250 w unl. Post office address Neon. Estimated construction cost $13,578, first year operating cost $20,000, revenue $30,000. Ten stockholders, each holding 10%, include **Hence Eversole,** formerly with **WTCW Whitesburg, Ky.,** and **W. P. Nolan,** owner and publisher of *Hazard* (Ky.) *Mountain Messenger.* Filed Feb. 8.

Albuquerque, N. M.—Grande Bcstg. Co., 540 kc, 1 kw D. Post office address Box 1319, Lubbock, Tex. Estimated construction cost $28,200, first year operating cost $60,000, revenue $65,000. Principals are partners **David P. Pinkston** (40%), 50% owner of **KDAV Lubbock,** 75% of **KPEP San Angelo,** and 50% partner in **KZIP Amarillo,** all **Tex.; Leroy Elmore** (40%), 30% owner of KDAV, and **Ralph Cercy** (20%), KDAV sales manager. Filed Feb. 6.

Mt. Kisco, N. Y.—Radio Mt. Kisco Inc., 1310 kc, 1 kw D. Post office address 50 E. Main St., Mt. Kisco. Estimated construction cost $30,715, first year operating cost $45,000, revenue $50,000. Principals include Pres.-Secy. **E. Monroe O'Flynn** (50%), realtor, and Treas. **Martin Stone** (50%), majority owner of Stone Assoc., radio-tv production firm. Filed Feb. 2.

Mobridge, S. D.—Mobridge Bcstg. Corp., 1300 kc, 1 kw D. Post office address Mobridge. Estimated construction cost $18,950, first year operating cost $35,335, revenue $49,296. Principals include Pres. **L. L. Coleman** (55%), publisher-80% owner of *Mobridge Tribune;* Vice Pres. **W. S. Morrison** (10%), electrical appliance store owner, and Secy.-Treas. **G. H. Coleman** (5%), *Tribune* advertising manager. Filed Feb. 6.

Wentachee, Wash.—Queen Bcstg. Co., 930 kc, 1 kw D. Post office address, Box 79, Wenatchee. Estimated construction cost $17,350, first year operating cost $36,000, revenue $48,000. Principals are **Dale R. Woods** (60%), production manager of **KPQ Wenatchee,** and **William A. Moeller** (40%), KPQ announcer-technician. Filed Feb. 3.

APPLICATIONS AMENDED

Baton Rouge, La.—Vox Inc. application for cp to operate on 1380 kc. 500 w D with remote control of trans. amended to change trans. location to .7 miles north of northeast corner of city limits of Port Allen, La. Amended Feb. 8.

Salt Lake City, Utah—Dale R. Curtis application for cp to operate on 990 kc 1 kw D amended to change frequency to 1470 kc. Filed Feb. 8.

Existing Am Stations . . .

APPLICATIONS

KHCD Clifton, Ariz.—Seeks cp to replace expired cp which authorized new am station to be operated on 1450 kc, 250 w unl. Filed Feb. 3.

KCMJ Palm Springs, Calif.—Seeks cp to change from 1340 kc to 1010 kc, increase power from 250 w to 1 kw, install DA-2 and make equipment changes. Filed Feb. 8.

KOWL Santa Monica, Calif.—Seeks cp to increase power from 10 kw to 50 kw and make equipment changes. Filed Feb. 8.

KLAK Lakewood, Colo.—Seeks cp to change hours from D to unl., frequency from 1580 kc to 1600 kc, power from 250 w to 1 kw, install DA-N, request waiver of sec. 3.28 of rules, and make equipment changes. Filed Feb. 8.

WFDF Flint, Mich.—Seeks cp to increase D power from 1 kw to 5 kw, make equipment changes and change from DA-1 to DA-2. Filed Feb. 6.

WMPA Aberdeen, Miss.—Seeks cp to change from unl. to specified hours (6 a.m.-6 p.m.). Filed Feb. 3.

WPMP Pascagoula, Miss.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Feb. 8.

WLAT Conway, S. C.—Seeks cp to change hours of operation from unl. to D, change frequency from 1490 kc to 1430 kc, change power from 250 w unl. to 1 kw D and make equipment changes. Filed Feb. 6.

KAYE Puyallup, Wash.—Seeks cp to change from 1450 kc to 1230 kc and make ant. system changes. Contingent on **KLAN Renton, Wash.,** change in facilities. Filed Feb. 3.

APPLICATIONS AMENDED

WBHB Fitzgerald, Ga.—Application for cp to change from 1240 kc to 1380 kc, increase power from 250 w to 5 kw, change hours from unl. to D amended to specify trans. location as on Old Ocilla Rd., approx. .8 miles south of city limits, Fitzgerald. Amended Feb. 8.

WWGS Tifton, Ga.—Amends application for cp to change from 1340 kc to 1430, increase power from 250 w to 5 kw, change hours of operation from unl. to D, and make equipment changes to specify changed trans. location and operation of trans. by remote control from 800 block S. Main St., Tifton. Amended Feb. 8.

CALL LETTERS ASSIGNED

KTCS Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 w D.

KJOY Stockton, Calif.—KXOB Inc., 1280 kc, 1 kw DA-N. Changed from KXOB effective April 1.

KHIL Fort Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w D.

WWCC Bremen, Ga.—West Georgia Bcstg. Co., 1440 kc, 500 w D. Changed from WWCS.

WNEG Toccoa, Ga.—Stephens County Bcstg. Co., 1320 kc, 1 kw D.

KYW Cleveland, Ohio—Westinghouse Bcstg. Co., 1100 kc, 50 kw unl. Changed from WTAM effective today (Monday).

WRCV Philadelphia, Pa.—NBC, 1060 kc, 50 kw unl. Changed from KYW effective today (Monday).

WLOK Memphis, Tenn.—Chickasaw Bcstg. Co., 1480 kc, 1 kw D. Changed from WCBR effective April 1 in lieu of previous change to WOKB effective Feb. 1.

KMOS Tyler, Tex.—Tyler Bcstg. Co., 690 kc, 250 w D.

New Fm Stations . . .

ACTION BY FCC

Cheney, Wash.—Eastern Washington College of Education granted 89.9 mc, 10 w. Post office address Cheney. Estimated construction cost $2,100, first year operating cost $800. Station is to operate on non-commercial, educational basis. Granted Feb. 2.

Existing Fm Stations . . .

APPLICATIONS

KELE (FM) Phoenix, Ariz.—Seeks mod. of cp to change ERP to 16.4 kw, ant. height above average terrain 113 ft., and make equipment changes. Filed Feb. 8.

WOL-FM Washington, D. C.—Seeks cp to change ERP to 20 kw, ant. height above average terrain to 485.5 ft., change trans. location to W. Falls Church, Va., and make equipment changes. Filed Feb. 8.

WFMR (FM) Milwaukee, Wis.—Seeks mod. of cp to change ant. height above average terrain to 35 ft., ERP to 24.47 kw and change ant. system. Filed Feb. 8.

CALL LETTERS ASSIGNED

KYW-FM Cleveland, Ohio—Westinghouse Bcstg. Co., 105.7 mc, 3.7 kw. Changed from WTAM-FM effective today (Monday).

Ownership Changes . . .

ACTIONS BY FCC

WNOG Naples, Fla.—Original application for assignment of license to Radio Naples Inc. dismissed at request of applicant. Later applications still pending. Dismissed Feb. 8.

WTAQ LaGrange, Ill.—Granted assignment of license to S & S Bcstg. Co. for $90,000. **Charles F. Sebastian** and **Russell G. Salter,** each presently owning 40% of stock, will each hold 50% ownership. Announced Feb. 7.

WPEP Taunton, Mass.—Granted acquisition of control to 50% owners Mr. and Mrs. **J. Marshall McGregor** for $15,000. McGregors will now be sole owners. Granted Feb. 3.

WNRI Woonsocket, R. I.—Granted assignment of license to John F. Doris, receiver. Station is in hands of receiver to be sold because of conflict between principals: **Joseph A. Britto** (25%), **John T. Costa** (25%), **Jack C. Salera** (35%), and **Roger A. Nault** (13%). Announced Feb. 7.

KERB Kermit, Tex.—Granted transfer of control to **Homer V. Brinson.** Stock transaction; no consideration. Mr. Brinson is presently 50% owner of station. Announced Feb. 7.

APPLICATIONS

WDOV-WDOX (FM) Dover, Del.—Seek assignment of license to **Dover Bcstg. Co.** for $90,000. Dover principals own **WOL-AM-FM Washington, D. C.** Filed Feb. 6.

WGLS Decatur, Ga.—Seeks assignment of license to **Republic Bcstg. System.** Corporate change only; no change in control. Filed Feb. 2.

KGEM Boise, Idaho—Seeks transfer of control (71%) to Gem State Bcstg. Corp. for $64,356. Gem is 100% owned by Interstate Corp., licensee of **KLO Odgen, Utah.** Principals include Pres. **A. L Glasmann** (see **KLIX-AM-TV Twin Falls, Idaho; KOPR Butte, Mont.,** and **KUTV (TV) Salt Lake**

(Continues on page 118)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Southwestern thousand watt daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 280F, B•T.

1000 watt Wisconsin radio station needs genius in sales department. Live wires apply. Box 378F, B•T.

Salesman—Expanding advertising company needs a proven salesman. High earnings plus liberal guaranteed draw. All details first letter. Box 415F, B•T.

Experienced radio salesman for five kilowatt CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to KGLO, Mason City, Iowa.

Immediate opening for sales-announcing combination. Complete charge sales and program for remote studio in town of 10,000. $20.000 for weekend announcing shift. $30.000 draw against high commissions. Outstanding opportunity for good salesman. Contact Manager, KHBG, Okmulgee, Oklahoma.

Experienced salesman. KLOV, Loveland, Colorado. Unlimited opportunity for producer.

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Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Experienced time salesman, willing to work way up in new 500 watt daytime station. Good potential for right man. Send all personal data in first letter. Write, Sydney E. Byrnes, WADS, Ansonia, Conn.

Above average opening for above average sales representative. Must be young, personable, experienced. Executive future with one of New York State's leading radio stations. Vhf applicant. Gannett Company retirement plan, profit sharing, plus many other benefits. Send complete resume, confidential, General Manager, WENY, Elmira, New York.

Salesman, announcer. Sell, service, perform own show. Also first class engineer, good voice. Emphasis on technical. Call or write Bob Douglas or Allen Fobes, WKAI, Radio, Macomb, Illinois.

Announcers

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

Colorado kw wants announcer with first class ticket. Send tape and resume. Box 357F, B•T.

Progressive, top rated upper midwest 5 kw needs an announcer with experience. The man we want must know music and must be capable of building and holding ratings. Please include tapes and background. Box 403F, B•T.

Wanted: Really fine versatile announcer, someone experienced who likes air work and has a first class license. Base pay $115.00 a week with additional 15% sales commission which should earn another $60.00 a week for person with selling or writing talent. This is a lifetime position. Moving expenses paid. Prefer University graduate. Box 424F, B•T.

Announcer-salesman. $90.00 salary plus bonus. Accounts to start. Box 425F, B•T.

Wanted between now and March 15th. Top announcer. Key staff man for station in small, pleasant city. Experience. Versatility. Animation. State present station and length of employment, present earning, expected earnings, previous radio employment with approximate dates. Send brief comprehensive audition tape. All replies confidential. No letters answered until tape received. All tapes returned. Address Manager, KATE, Albert Lea, Minnesota. No phone or wire pitches.

Authoritative newscaster, pleasant disc jockey, experienced. Send tape with application. KTFI, Twin Falls, Idaho, 5000 watts, NBC, tv grant.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercials, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send us your audition, along with a letter telling us all about your experience, marital status, salary requirements and a list of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Jerry Fahrenbruch, Chief Announcer, KVGB, Great Bend. Kansas.

RADIO

Help Wanted—(Cont'd)

Combo-first phone for 250 watter. Emphasis on announcing. Send tape and resume to KVOS, Casper, Wyoming.

Terrific future with fast-growing greater Boston radio. Announcer-first phone, pronounce classical names, terms. Tape with pronunciations, to WCRB, Boston 54, Mass.

1000 watt WFAR, Farrell, Pa., wants DJ. Send tape, resume.

Announcer with some training and experience. Good salary and working conditions. WPNF, Brevard, North Carolina.

Announcer-salesman. Man to announce in the afternoon and sell in the morning. One day off per week. Experience preferred. Write Dan O'Keefe, WTYN, Tryon, N. C.

New construction WPVL, Painesville, Ohio, to begin operation early April. Will have most modern and attractive facilities in Ohio. Three experienced announcers and one copywriter needed. Mail complete resume, experience and education, salary required, and photo. Announcers send tape audition, 7½I.P.S. Copywriters send sample commercials. Address all to Radio Station WVSC, Somerset, Pa.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

Chief engineer with good announcing voice for Florida resort town. Send picture and tape. Box 371F, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Engineer-announcer. Attractive offer to engineer who is excellent announcer. Rush resume. WIRB, Enterprise, Alabama.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Engineer-announcer. Heavy engineering; capable announcing for am-fm outlet. Phone Waynesboro 538R3 or Chambersburg, Pa., Colony 4-4515.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

We are looking for a radio program director, who has either been affiliated with or program director for, an independent operation. We also operate tv and would offer the opportunity of tv exposure and training. Send tape, experience, salary requirements, ratings, to Box 383F, B•T.

Interested in working for a progressive radio station with an opportunity to get your feet wet in tv. If so, we have just the job for an alert, energetic announcer. Good market. Excellent working conditions. Send complete information along with tape to Box 385F, B•T.

Northern Illinois community station near Chicago seeking top commercial copywriter. Send copy samples, references and salary requirements immediately. Box 410F, B•T.

$100 per week. Top man required. Copy, commercial, traffic, some announcing. Send all details to this eastern seaboard independent. Box 414F, B•T.

News-program director, must have good voice, experience, nose for news, ability to become station personality: Permanent, good salary. Rush details, audition, photo. KSIB, Creston, Iowa.

Copywriter wanted immedately. Must have experience, run continuity department, write result getting copy. Salary open for right person. Send full resume to Paul Haller, WELL, Battle Creek, Michigan.

Girl Friday needed at WWOC, Manitowoc, Wis. Scheduling, traffic, and air work opportunity. Contact Ed Allen, Manager.

RADIO

Situations Wanted—(Cont'd)

Managerial

Salesman with eleven years experience wants manager station that needs business. Prefer northern Minnesota, Wisconsin or Michigan. Presently employed. References. Box 293F, B•T.

Radio-television manager, coordinator, sales manager. Available soon. 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 315F, B•T.

Proven salesman now ready for manager or sales manager position. Present salary over $10,000. Prefer investing to $5,000 with stock option. Box 392F, B•T.

Manager-sales manager radio. Now employed. Seventeen years experience proven ability. Medium or small market desired. Married. Best references. Personal interview. Box 407F, B•T.

Manager twenty years . . . also direct sales. Dependable . . . efficient . . . aggressive . . . references . . . Box 411F, B•T.

You can use me—averaged over $50,000.00 yearly in personal sales for past 3 years, outstanding sports play-by-play. Want manager, commercial manager or sports director position. Box 423F, B•T.

Not recommended by Duncan Hines but by nationally known sales executives for: (1) His hard-working, solid, personal showmanship; (2) His dynamic, inspirational public speaking on sales techniques and broadcast management problems; (3) His ability to motivate and train time salesmen and air-salesmen (announcers), to motivate sponsors and listeners-viewers, respectively; (4) His 24 years experience planning, constructing, operating stations and championing the radio-tv media story. . . . Happy in present position but family and other considerations require locating and working in middle Atlantic states or nearby. Interested in exploring what you need in managerial sales or consulting work with location above area more important than immediate remuneration. Willing to advise present managements and area by trouble-shooting difficult sales, programming, and other broadcast management problems on either temporary, fulltime, parttime, occasional, correspondence, or other mutually agreeable basis. Box 427F, B•T.

Salesmen

Salesman announcer, 34, married. Experienced 10 years. Sports, staff, news, copy, sales. Complete details. Box 417F, B•T.

Announcers

Sports announcer—nine years experience baseball play-by-play—AA. Same regional sponsor four years. Presently employed. Best references. Box 307F, B•T.

You looking . . . me too. 8 years radio—2 years tv news, sports, commercial—strong play-by-play baseball-basketball-football. Desire relocate before baseball. Location secondary to opportunity. Box 324F, B•T.

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Staff announcer—7 years experience—family man—presently employed. Desire to relocate in north central plains region only. Good salary required. State your offer in first letter. Box 366F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Top-rated morning DJ over two years in major midwest market—news, good selling personality, five years' experience, married, one child, no drifter, want future. Box 369F, B•T.

Announcer, writer, local news, copy, operate board, good sports, DJ, news. Seeking additional experience. Box 373F, B•T.

North Carolina—experienced announcer. Raleigh-Durham-Greensboro area only. Box 374F, B•T.

Hawaii—experienced announcer-salesman desires position in islands. Training for 1st. Ambitious. Married. Box 381F, B•T.

Look—experienced announcer-salesman, training for 1st, all phases, go-getter salesman. Very sincere. Radio in my blood. Looking for home for my family. Box 382F, B•T.

Country - DJ - musician. Employed announcer. Third. Tv. Well experienced. Sincere, progressive stations only, salary talent. Box 387F, B•T.

Sports announcer. Six years experience play-by-play all sports. Tv directing and production. Staff and news announcing radio and tv. Box 391F, B•T.

Wanted. Progressive station featuring music, news, sports. Experienced all phases, prefer DJ. Presently employed. Box 393F, B•T.

RADIO

Situations Wanted—(Cont'd)

Attention East Coast stations. Young, ambitious DJ, presently employed in highly competitive market, desires affiliation with progressive station. Box 394F, B•T.

Recent SRT graduate with personality, good authoritative voice seeking position as staff announcer with reputable station, preferably in northeastern or north central states. Tape, photo and resume available. Box 396F, B•T.

Announcer-DJ. Young, willing, able intelligent, will travel. Box 397F, B•T.

Wanted: sun and greenery. Top DJ in two-million-plus mart wants to remove galoshes—permanently! Radio, tv. On the air or off, this guy sells! Box 398F, B•T.

Announcer—14 months experience, control board operation. Desires opportunity in East. Box 401F, B•T.

Experienced announcer desires permanent position with future. Smooth easy delivery. Pleasant personality. Box 404F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 405F, B•T.

Sportsman . . . five years experience, wants heavy sports. Some staff okay. Available immediately. Box 408F, B•T.

Staff announcer. Married, veteran. Recent broadcasting school graduate. 3rd ticket. Box 420F, B•T.

Deep resonant voice announcer with working knowledge of the business. Prefer news, commercials, DJ, available immediately. Box 422F, B•T.

Canadian sportscaster—hockey play-by-play specialist—top Canadian senior league. American citizens—draft exempt. Presently employed leading Canadian station 5 years. Box 430F, B•T.

Good announcer with experience looking for commensurate situation. Box 431F, B•T.

We hate to lose him, he's done a great job for us, but his wife's health makes it necessary for him to move his family to a dry climate. He's one of our very best on-the-air salesmen. His style is warm and sincere, but forceful. He's versatile—does everything from news to housewife participation shows. We recommend him without reservation. For further details, contact Program Director, Radio Station WIP, 35 South 9th Street Philadelphia 7, Pa. WAlnut 2-6800.

2 years experience. All phases. Desire permanency in northeast. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

DJ, sports, versatile, experienced. Lively voice **Pete Franklin, 1007 Propp Ave., Franklin Square. L. I., N. Y. Floral Park 2-6236.**

Staff announcer. 1 year experience. 23, vet, good references. Joe Lanaham, 4825 W. Drummond Place, Chicago, Illinois. National 2-1672.

Amiable, pleasing, versatile, rusty! Reentering *broadcasting after eight years.* AFRS, Broadcasting school, WDEV. Thirty. Jim Mastroni, 5 Normandy Road, Fairfield, Conn.

Comedy-DJ team (2). Original material, voices. Let us spark station, sales. For tape, etc., Fred O'Brien, 48 Brighton Ave., East Orange, New Jersey.

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago, Illinois.

Top-notch negro rhythm and blues-spiritual DJ wants job anywhere. Will travel. Tape, photo and data available. J. Rylander—1058 Divisadero Street, San Francisco, California. West 1-8436.

Hillbilly personality DJ, 10 years experience with four top stations. Single, can travel . . . $100.00 weekly. Bill Sharpe, 2803 Lubbock Avenue, Fort Worth, Texas.

Do you need an all night record man. Contact "Lou Emerson" Wirebaugh, 787 McCauley, Cuyahoga Falls, Ohio. 25 years in radio. Telephone OVerdale 8-3280.

Staff announcer, experienced traffic, continuity, newscasting, office management, board operation, college degree. Wyman, 737 11th Street, N.W., Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newscaster. Local reporter. Play-by-play. 9 years all phases. Box 379F, B•T.

12 years radio-tv experience. Presently employed midwest am-tv. Program director, producer, top announcer, heavy news experience. Formerly 50 kw radio. Tv director, floor, cameraman. Tv weatherman. Family man. Want permanent association anywhere U. S. Box 380F, B•T.

Experienced copy chief looking for permanent home with future. Excellent background and references. Complete details and sample copy in first letter. Box 418F, B•T.

Male copywriter wants opening in east or south. Exceptional background in every type of radio copy. References and sample copy immediately. Box 419F, B•T.

Program director. 10 years show business experience including 5 years local and network television direction and production. Box 421F, B•T.

Production, programming—sales minded, recent N.Y.U. Radio Department graduate, veteran, married, seeking job with future. Lawrence Walcoff, 10 Clendenny Avenue, Jersey City, N. J., Delaware 3-1406.

TELEVISION

Help Wanted

Technical

Florida vhf maximum power station needs first class engineers. Box 375F, B•T.

If you are aggressive, experienced and ready for management, we have two openings as assistant director of engineering—one in charge of transmitter—one in charge of studio. Iowa. Excellent opportunity for right man to advance and secure training under very qualified director of engineering. Box 413F, B•T.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Wanted: Executive program manager to completely re-build program department. Must be creative manager of personnel and have complete knowledge of all phases of programming and production. This is top vhf network affiliate in large western market. Replies confidential. Give complete background, photo and salary desired. Wire Box 349F, B•T.

Fine opportunity for newsman with strong midwest-tv-radio outlet. Want man who can report and write local news and do both television and radio air work. Send full information, tape, availability, salary, photo, experience to Box 384F, B•T.

Farm director needed for midwest 5000 watt radio and vhf 316,000 watt tv station. Rich agricultural area. Exceptional opportunity for the right man. Send tape, picture, salary requirements, experience to Box 383F, B•T.

NEWS DIRECTOR

Radio-TV operation seeking experienced, dependable news director. Network affiliates in major metropolitan market. Good salary. Replies confidential.

Box 426F, B.T.

TELEVISION

Help Wanted—(Cont'd)

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Situations Wanted

Managerial

16 years broadcasting experience, 6 years television and 10 years of radio, available to station needing manager or sales manger. Thorough knowledge operations, promotion, programming, merchandising, market statistics. Excellent relationship with top media directors, time buyers and network station relation departments in New York. Box 348F, B•T.

Tv program executive: 13 years radio-tv. Excellent references. Seek program directorship Class A market or general managerial smaller operation. Box 395F, B•T.

Not recommended by Duncan Hines. See Radio Situations Wanted—Managerial, B•T this issue. Box 428F B•T.

Salesmen

Top tv salesman, doubling in brass as national, regional, local sales manger, does programming. on-camera work. Writes, sells, produces own commercials and shows. Buys film and does promotion for small, understaffed station. Wants to lead normal life in larger market. Responsible family man. Box 350F, B•T.

Announcers

Tv announcer. Pennsylvania station needs man to do both on and off camera work and participate in all phases of production. Send photo and complete details to Box 432F, B•T.

"U" bites dust. Tv announcer—local newsman available now!! Radio experience-college—mature. Looks, voice, delivery, Married—26—will travel. Bob Mackay, 615½ N. 23rd, Waco, Texas.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, 4 years, qualified any phases. Family man. Seeking studio supervision. References. Available two weeks. Box 400F, B•T.

Engineer, 18 months experience with large midwest vhf, first phone, own car. Will relocate. Box 406F, B•T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Program director. Presently efficient, meticulous producer-director with creative ideas at full power midwest vhf. Thorough knowledge all phases production, programming. Box 412F, B•T.

FOR SALE

Stations

Southwest, 250 watt independent ideal for owner-operator, town of 30,000, rich industrial-farm area. Price $37,500. Terms to qualified operator. Box 409F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Florida secondary market, $15,000 cash will handle, balance of $35,000 payable over 5 years. Paul H. Chapman, 84 Peachtree, Atlanta.

Located in one of "New South's" industrial cities, this station has substantial history of gross earnings. The asking price on sale of assets is below cost figure. It requires party in position to make cash payment in six figures. Another interest, television is the owner's reason for sale. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Owner going into larger market. Mid-Gulf States secondary market, relatively new and well equipped. Priced at costs: $40,500. Paul H. Chapman, 84 Peachtree, Atlanta.

Alabama single station market $29,737.57 total cost. Paul H. Chapman, 84 Peachtree, Atlanta.

Listing No. CC. Rocky Mountain single station market. Bustling trade center. Not in wilderness. $52,650 cash, includes real estate. Convenient to Denver, Colorado Springs, Pueblo. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

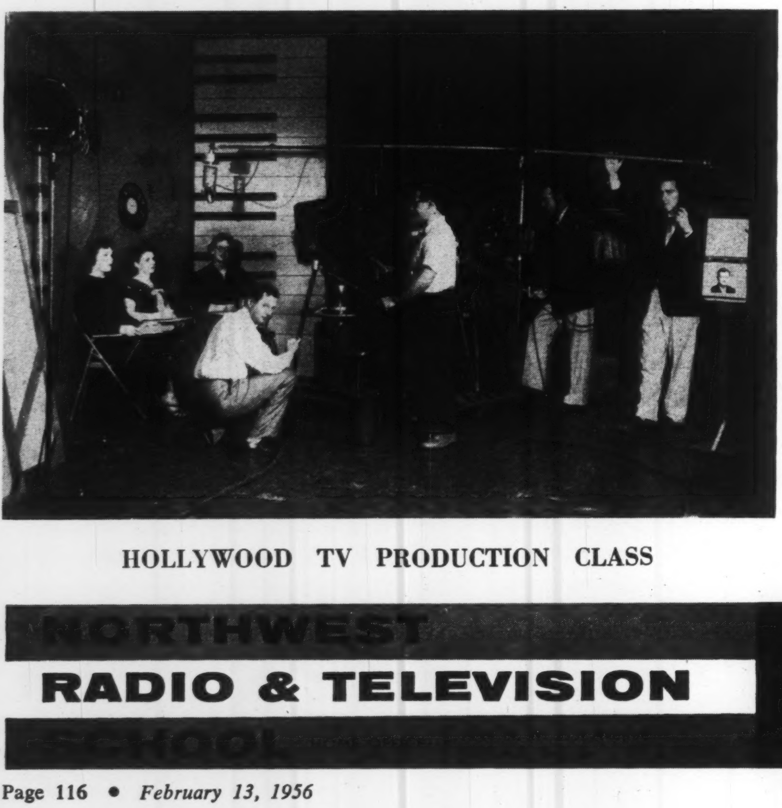
Motorola 150mc mobile transmitters $65.00; receivers $65.00. Also GE MC201 mobile unit complete with accessories, $160.00. Each above equipment, 6 volt. Box 402F, B•T.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

For sale: One RCA BTF-3B fm transmitter. One RCA Type BF 14B pylon. One Hewlett-Packard Model 335B fm frequency and modulation monitor. All equipment now in operation. KVOL, Lafayette, Louisiana.

Equipment for sale—Grey telop 11R and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A monoscope without camera tube, $1,000. All in excellent condition. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

PHONE US COLLECT



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We now have a few highly-trained, adaptable people for all phases of TV production available in YOUR area. These people are thoroughly trained in basic TV production work with emphasis on their individual abilities . . . yet they are eagerly adaptable to your way of doing things.

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Write, wire, or call collect, John Birrel, Employment Counselor . . .

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HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

For Sale—1 RCA 7000 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For sale—one tapak tape recorder in good condition. Make offer. Contact Ken Kunze, WTTH, Port Huron, Michigan.

For Sale: Raytheon 1000 watt am transmitter, excellent condition. Jack Shea, WVIM, Vicksburg Mississippi.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

WANTED TO BUY

Stations

Wish to make moderate investment in new or existing am station as chief engineer. Fifteen years experience. Prefer midwest. Box 376F, B•T.

Interested in medium sized station midwest or west. Enclose complete data in reply. Box 389F, B•T.

Well known radio executive with interests in two radio stations will consider purchase of all or part of radio station in eastern U. S. Will make fair arrangements with present stockholders or estates desiring to retain interest. Replies confidential. Box 399F, B•T.

Good businessman wants to invest in Florida, California or Chicago location—experienced in sales, programming and production. Earl Shamberg, 1700 Toughy Avenue, Chicago 26, Illinois.

Sales and independent appraisals. Texas, Colorado, Arkansas, Oklahoma, Missouri, Kansas. Ralph J. Erwin, Broker, 1443 South Trenton, Tulsa.

Listings wanted. Stations in Virginia, Tennessee. Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road N. W., Roanoke, Va.

Equipment

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

Used tv microwave equipment preferably RCA, RCA TA5 or TA7 stab amp, fm transmitter, and 500 watt high band transmitter. Box 370F, B•T.

250 or 1kw fm transmitter, fm monitor, fm antenna. 44BX microphone any condition. Box 372F, B•T.

Wanted: One thousand watt transmitter, turntables, microphones, control console, in good used condition. Box 377F, B•T.

MISCELLANEOUS

Your station can do more business and make more money by using proven ideas and techniques. For further information, contact Ed Harris, 61 Church Street, Ware, Mass. Telephone 431-M.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y CL 7-1366.

RADIO

HELP WANTED

LET'S GROW TOGETHER

Wonderful opportunity to join fast growing, aggressive radio chain. Looking for competent assistant manager; Salesmen; Announcer engineers, announcers and program directors. Send complete background to Charles Holt, Dixie Broadcasting System, Post Office Box 1008, Hattiesburg, Mississippi.

Salesmen

Sales Engineers

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-travelling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 316F, B•T

Programming-Production, Others

Program Director Wanted

Salary in Five Figures

Leading Eastern network affiliated station in one of the country's top ten markets is looking for experienced Program Director. Prefer aggressive, young, energetic, enthusiastic man who can handle talent and all phases of programming. All replies confidential. Send full details to

Box 429F, B•T

RADIO

Situations Wanted

Announcers

He came to us from a Southern station where he was P.D. One month with us and our local rivals were bidding for his services. Why? Because he's tops with DJ (doesn't mind a bit spinning the discs all night) . . . Tops at news, sports, and knows how to get the meat of a commercial across. We're sorry to lose him, of course, but he's done his best by us . . . so why shouldn't we give him a helping hand. For further details, you can contact Val Carter, our Station Manager here at WDOT, Burlington, Vermont, or the gentleman himself: Dan Bell, 1248 Fiftieth Street, Brooklyn 19, New York. GE 8-7549.

Programming-Production, Others

Experienced Broadcaster

Top man in News and Sports field wants major league or AAA baseball spot. 15 years experience in Big Ten football, major league and American Association baseball—pro basketball. Presently employed 50,000 watt station as News Director. Wide program and management experience. Excellent references.

Box 416F, B•T

TELEVISION

Situations Wanted

Managerial

FILM KNOW-HOW AVAILABLE

TV film production, expert on 3 cameras shooting methods. Top TV films and commercials seen on your screen now! Last job: 6 years with major network. Agency experience. Widely travelled. Likes challenging position with agency.

Box 433F, B•T

FOR SALE

Equipment

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factory condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11 Oregon

(Continues from page 112)

City below); Secy. **George M. McMillan** principal in above station sales, and Vice Pres. **Cecil Heftel,** manager-director KLO. Filed Feb. 8.

KLIX-AM-TV Twin Falls, Idaho—Seek transfer of control (88%) to KLIX Corp. for $95,598. KLIX is equally owned by Alhambra Corp. (real estate) and Paramor Corp. Principals include **A. L. Glasmann** and **George M. McMillan** (see **KGEM Boise, Idaho; KUTV (TV) Salt Lake City** and KOPR Butte, Mont. sales). Filed Feb. 8.

WJOL Joliet, Ill.—Seeks assignment of license to **WJOL Inc.** Corporate change only; no change in control. Filed Feb. 2.

WDYK Cumberland, Md.—Seeks transfer of control to Tower Realty Co., licensee of **WCUM-AM-FM Cumberland** for $60,000. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency (1490). Filed Feb. 8.

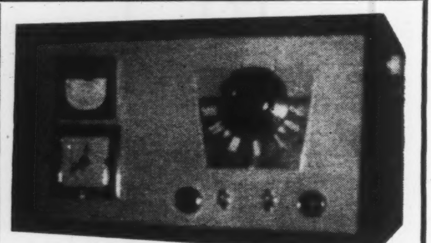
KLWT Lebanon, Mo.—Seeks transfer of control to **Mildred Ashenhurst** as fulfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Filed Feb. 6.

KOPR Butte, Mont.—Seeks transfer of control (67%) to Salt Lake City Bcstg. Co. for $40,000. Principals include Pres. **George C. Hatch** (50%), principal in **KUTV (TV) Salt Lake City** sale below; Vice Pres. **Wilda Gene Hatch** (50%), also KUTV (TV) principal; Secy. **George W. McMillan,** principal in **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho,** and KUTV (TV) sales, and Treas. **E. W. Campbell,** treas.-director of **KALL Salt Lake City.**. Filed Feb. 8.

WMUR Manchester, N. H.—Seeks assignment of license to The Radio Voice of New Hampshire Inc. for $150,000. Pres-Treas. is **Madeleine M. Girolimon** (100%), insurance interests. Among directors is **Warren H. Journay,** former manager of **WKBR-AM-FM Manchester.** Call letters WMUR will not be assigned nor is WMUR-TV involved in transaction. Filed Feb. 6,

WQCY (TV) Allentown, Pa.—Seeks transfer of control to WKAP Inc. for $7,500. Transaction would eliminate those WQCY (TV) stockholders who are not also stockholders in **WKAP Allentown.** Filed Feb. 2.

FOR SALE



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WANTED TO BUY

Equipment

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W. L. "Bill" Angle
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Greenville, N. C.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

KRUN Ballinger, Tex.—Seeks assignment of license to Runnels County Broadcasters for $1,680 cash and assumption of liabilities. Presently **Walter G. Russell** and **M. M. Rochester** each hold 45% of station's stock; each will hold 50%. Filed Feb. 2.

KUTV (TV) Salt Lake City, Utah—Seeks transfer of control of KUTV Inc. for $683,333. Principals include *Ogden* (Utah) *Standard Examiner* (51%), and *Salt Lake City Tribune* (35%). *Standard Examiner* has interest in **KLO Ogden, KIMN Denver, KMON Great Falls, Mont.,** and **KALL Salt Lake City.** *Tribune* presently has 50% interest in KUTV (TV). KUTV Inc. Pres. **A. L. Glasmann** holds *Standard Examiner* proxy and controls 72.3% of *Standard Examiner*. Secy. **J. W. Gallivan** holds *Tribune* proxy. Principals also include **George M. McMillan.** (See **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho** and **KOPR Butte, Mont.,** sales above.) Filed Feb. 8.

WACH-AM-TV Newport News, Va.—Seek involuntary assignment to **Russell A. Collins,** court appointed receiver in bankruptcy proceeding. Filed Feb. 8.

WTCS Fairmont, W. Va.—Seeks transfer of control to **Nicola Fantasia** for $21,500. Mr. Fantasia is sports director-account executive of WTCS. Filed Feb. 2.

WDLB-AM-FM Marshfield, Wis.—Seek transfer of control to Clarkwood Bcstg. Corp. for $150,000. Principals are Pres. **Hartley L. Samuels** (25%), account executive **WINS New York;** Secy. **Margery S. Samuels** (25%), housewife, and Vice Pres.-Treas. **Judith S. Scofield** (50%), insurance broker. Filed Feb. 8.

Hearing Cases . . .

FINAL DECISIONS

KMYC Marysville, Calif.—Granted increase in D power from 1 kw to 5 kw, operating on 1410 kc with 1 kw N; engineering conditions stipulated, including acceptance of interference that may be received in event of grant of increase in power of **KSTN Stockton, Calif.** Announced Feb. 2.

WFOB Fostoria, Ohio—Granted waiver of sec. 3.28 (c) of 10% rule and granted application to change DA-D and trans. with continued operation on 1430 kc, 1 kw unl. Announced Feb. 2.

WBLR Batesburg, S. C.—Granted change from 1410 kc, 1 kw D to 1430 kc, 5 kw D. Announced Feb. 2.

KVMC Colorado City, Tex.—FCC granted application for increase in power of **KVMC Colorado City** from 500 w to 1 kw, operating D on 1320 kc. Announced Feb. 2.

INITIAL DECISIONS

WSUX Seaford, Del.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Elizabeth Evans and W. Courtney Evans for cp to increase power of **WSUX Seaford** from 500 w to 1 kw, operating D on 1280 kc. Action Feb. 3.

WMAN Mansfield, Ohio—Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) affirming and reinstating Commission Sept. 7, 1955, grant for license renewal of **WMAN Mansfield** and (2) holding in default protestant Mansfield Journal Co., Mansfield. Action Feb. 6.

OTHER ACTIONS

Tifton, Ga.—By memorandum opinion and order of Feb. 8, Commission denied petitions of **WWGS Tifton** for review of adverse ruling of hearing examiner and for other relief in proceeding on application of Radio Tifton for new am station, **WTIF Tifton.** (Proceeding was instituted by protest of WWGS to grant without hearing, on Dec. 15, 1954, of Radio Tifton application for new am to operate on 1570 kc, 1 kw D, in Tifton.)

Illinois-Indiana—FCC granted petition of Lawrenceville Bcstg. Co. for reconsideration of Commission June 8, 1955, action denying request for waiver of 10% rule in sec. 3.28 (c) and dismissing cp for new am to operate on 910 kc, 500 w D in Lawrenceville, Ill.; reinstated application and designated same, together with request for waiver, in consolidated proceeding with application of Southern Indiana Broadcasters Inc., for new am on 910 kc, 1 kw D in Newburgh, Ind. Announced Feb. 2.

KLAS Las Vegas, Nev.—FCC granted petition of Las Vegas Broadcasters Inc. insofar as it requests reconsideration of Commission April 27, 1955, action dismissing application for cp to change facilities of **KLAS Las Vegas** from 1230 kc, 250 w unl. to 1010 kc, 5 kw LS, 1 kw N; reinstated application and designated same for hearing with request for waiver of sec. 3.28 (c) of FCC rules. Announced Feb. 2.

WJAC-TV Johnstown, Pa.—FCC denied petition by WJAC Inc. for rehearing and partial reconsideration of Dec. 1 Commission action with petitioner's intent to expand exemption to power and height rule for tv stations in Zone 1 to enable **WJAC-TV Johnstown** to operate with maximum power. Announced Feb. 2.

KGUL Galveston, Tex.—FCC announced decision which (1) affirmed Oct. 27, 1954, denial of request by **KTRK-TV Houston, Tex.,** for reconsideration of Sept. 15, 1954, grant for **KGUL-TV Galveston,** and for proceedings against KGUL-TV; (2) affirmed Sept. 1, 1954, grant of mod. of cp for KGUL-TV to change trans. site to 28.5 miles northwest of center of Galveston and 22 miles south-southeast of center of Houston, with ERP of 261 kw vis., 131 kw aur., ant. 1,185 ft.; (3) terminated Oct. 27, 1954, action which postponed effective date of Sept. 1 grant pending hearing, and (4) made Sept. 1 grant effective immediately. Announced Feb. 2.

Routine Roundup . . .

February 2 Decisions

BY THE COMMISSION

Actions of Feb. 1

Granted SCA

KGMS (FM) Sacramento, Calif.; WHFI (FM) W. Paterson, N. J.; KBMS (FM) Glendale, Calif.; KFMU (FM) Glendale, Calif.

February 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KWEW Hobbs, N. M.—Seeks license to cover cp which authorized changed frequency, increased power, installation of DA-N and operation of trans. by remote control.

KGBT-TV Harlingen, Tex.—Seeks license to cover cp as mod. which authorized new tv station.

Modification of Cp

WAGA-FM Atlanta, Ga.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WCOC-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 12.

Renewal of License

KLMO Longmont, Colo.; KXRA Alexandria, Minn.; KWPC-FM Muscatine, Iowa.

Remote Control

WMRY New Orleans, La.; KFOR Lincoln, Neb.

February 3 Decisions

ACTIONS ON MOTIONS

By Commr. Richard A. Mack

Evansville Television Inc., Evansville, Ind.—Granted petition for extension of time to Feb. 13 to file its opposition to petition for rehearing filed by On The Air Inc. on Jan. 26, in ch. 7 proceeding. Action Feb. 2.

By Commr. Robert E. Lee

Cherokee Bcstg Co., Murphy, N. C.—Granted petition for extension of time to Feb. 15 to file exceptions to initial decision re its am application and that of Valley Bcstg. Co., Murphy. Action Jan. 31.

By Chief Hearing Examiner
James D. Cunningham

Comrs. of Lebanon County, Pa., Mayor and Council of City of Lebanon; Lebanon County Chamber of Commerce; Lebanon School District; Lebanon County Agricultural Extension Office; Lebanon County Ministerial Assn., Lebanon Valley College—By memorandum opinion and order denied joint petition to intervene as parties in matter of transfer of control of Lebanon Television Corp, permittee of **WLBR-TV Lebanon.** Action Feb. 1.

The Savannah Bcstg. Co., Savannah, Tenn., Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn.—Granted petition of Savannah insofar as it seeks dismissal of its am application; denied in all other respects; application dismissed with prejudice; removed from hearing status and returned to processing line application of Columbia-Mt. Pleasant. Action of Feb. 1.

By Hearing Examiner H. Gifford Irion

Dale R. Curtis, Salt Lake City, Utah, Tooele County Radio & Television Bcstg. Inc., Tooele, Utah—Granted petition of Curtis to amend his am application to specify 1470 kc, 1 kw D. and petition of Tooele County to specify correct coordinates of its trans. site; both applications, as amended, are removed from hearing. Action Feb. 1.

Hazard, Ky.—Ordered that hearing now scheduled to commence Feb. 15 is continued to March 14, and hearing conference will be held Feb. 15, in am proceeding re applications of Hazard Bcstg. Corp. and Perry County Bcstg. Co., Hazard. Action Feb. 2.

By Hearing Examiner Herbert Sharfman

The Wolf Point Bcstg. Co., Wolf Point, Mont.—Granted motion to extend time for filing proposed findings of fact and conclusions from Feb. 6 to Feb. 13, and on examiner's own motion extended time for filing replies to Feb. 23, in am proceeding re Hi-Line Bcstg Co., and The Wolf Point Bcstg. Co., Wolf Point. Action Feb. 2.

By Hearing Examiner Annie Neal Huntting

WYES Chateaugay, N. Y.—On examiner's own motion, prehearing conference scheduled for Feb. 3, re am application of **WYES Chateaugay** is continued without date, pending action upon request by grantee that its cp and hearing be cancelled. Action Feb. 1.

February 3 Applications

ACCEPTED FOR FILING

License to Cover Cp Amended

WABA Aquadilla, P. R.—License to cover cp which authorized increased power, changed frequency, and operation of trans. by remote control amended to delete request for remote control operation.

Remote Control

WDAY Fargo, **N. D.**

Renewal of License

KVOR Colorado Springs, Colo.

February 6 Applications

ACCEPTED FOR FILING

License to Cover Cp Resubmitted

WFHK Pell City, Ala.—Resubmits application for license to cover cp which authorized new am station.

License to Cover Cp

KMYR Denver, Colo.—Seeks license to cover cp which authorized changed frequency, increased power, changed trans. location and installation of DA-1.

WTRN Tyrone, Pa.—Seeks license to cover cp which authorized increase in power from 500 w to 1 kw.

WDUN-FM Gainesville, Ga.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

Modification of License

KTVR (TV) Denver, Colo.—Seeks mod. of license to change corporate name to KTVR Inc.

Renewal of License

KPOF Denver, Colo.; KGLN Glenwood Springs, Colo.; KCOG Centerville, Iowa.; KNIM Maryville, Mo.; KCAP Helena, Mont.; KFNW Fargo, N. D.; KWBM Williston, N. D.

Modification of Cp

WTBO Cumberland, Md.—Seeks mod. of cp (which authorized changed frequency, increased power, installation of DA-2 and change in ant.-trans. location) for extension of completion date.

KDWI-TV Tucson, Ariz.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to June 7.

KOA-TV Denver, Colo.—Seeks mod. of cp for extension of completion date to Aug. 1.

WICC-TV Bridgeport, Conn.—Seeks mod. of cp for extension of completion date to Sept. 2.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp for extension date to March 10, 1957.

WCMB-TV Harrisburg, Pa.—Seeks mod. of cp for extension of completion date to Aug. 26.

WARM-TV Scranton, Pa.—Seeks mod. of cp for extension of completion date to approx. Aug. 1956.

WNOK-TV Columbia, S. C.—Seeks mod. of cp for extension of completion date to Aug. 25.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp for extension of completion date to Sept. 1.

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp for extension of completion date to Aug. 29.

WBRB Mt. Clemens, Mich.—Seeks mod. of cp (which authorized new am station) to change name of permittee to WBRB Inc.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KFDM-TV Beaumont, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 30.

February 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 3

Following were granted extensions of completion dates as shown: **WARM-TV Scranton, Pa.**, to 8-11-56; **WICO-TV Bridgeport, Conn.**, to 9-2-56; **WCMB-TV Harrisburg, Pa.**, to 8-23-56; **KOA-TV Denver, Colo.**, to 8-1-56; **WITI-TV Whitefish Bay, Wis.**, to 8-29-56; **WAIU-FM Wabash, Ind.**, to 4-28-56; **WNYC-FM New York, N. Y.**, to 4-8-56; **WMYR Fort Myers, Fla.**, to 6-1-56.

Following stations were granted authority to operate trans. by remote control: **WDAY Fargo, N. D.; KFOR Lincoln, Neb.**

Actions of Feb. 2

KVFC Cortez, **Colo.**—Granted license covering increase in power.

WTCB Flomaton, Ala.—Granted license for am station.

WCME Brunswick, Me.—Granted license for am station and specify studio location.

KVCL Winnfield, La.—Granted license for am station.

WBFC Fremont, Mich.—Granted license covering increase in power.

KGRT Las Cruces, N. M.—Granted license for am station.

WBEC Pittsfield, Mass.—Granted license covering changing trans. and studio locations.

WHER Memphis, Tenn.—Granted license for am station.

KSD St. Louis, **Mo.**—Granted license covering change in operation from 1 kw, 5 kw-LS, DA-N, to 500 w, 5 kw-LS.

KLIN Lincoln, Neb.—Granted license covering changes in ant. system.

KWK-TV St. Louis, Mo.—Granted license for tv station (ch. 4).

WIBW-TV Topeka, Kan.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, make ant. and other equipment changes. Ant. 1,010 ft.

KOOL-TV Phoenix, Ariz.—Granted mod. of cp to change ERP to vis. 302 kw, aur. 151 kw, change type ant. and make other equipment changes. Ant. 1,700 ft.

Following were granted extensions of completion dates as shown: **WAGA-FM Atlanta, Ga.**, to 5-8-56; **WQXR New York, N. Y.**, to 4-30-56.

Actions of Feb. 1

KUSN St. Joseph, Mo.—Granted license for am station and specify studio location.

WCLB Camilla, Ga.—Granted license covering change of facilities.

WBVL Barbourville, Ky.—Granted license for am station.

KCOB Newton, Iowa—Granted license for am station.

WISP Kinston, N. C.—Granted license covering increase in power.

WMYN Mayodan, N. C.—Granted extension of completion date to 5-2-56.

Following stations were granted authority to operate trans. by remote control: **KMAE McKinney, Tex.; KTLU Rusk, Tex.**

Actions of Jan. 31

KROY Sacramento, Calif.—Granted license covering changes in ground system.

WJCD Seymour, Ind.—Granted license covering increase in power.

WJWG Conway, N. H.—Granted license for am station.

WKLJ Sparta, Wis.—Granted license covering change of facilities, change in studio location and operation of trans. by remote control.

KWHO Salt Lake City, Utah—Granted license for am station.

Paramount Television Productions Inc., Los Angeles, Calif.—Granted informal application for mod. of extension of permit to transmit video transcriptions of *Wrestling From Hollywood* to Canadian tv stations **CBUT-TV Vancouver, B. C.; CHSJ (TV) St. John, N. B.; CHCT-TV Calgary, Alta.; CBHT-TV Halifax, N. S.,** and **CKCO-TV Kitchener, Ont.**, for broadcast by these stations in Canada, for period beginning 3 a.m. EST, Feb. 1, 1956, and ending not later than 3 a.m. EST, Feb. 1, 1957.

Following were granted extensions of completion dates as shown: **WGLV (TV) Easton, Pa.**, to 8-23-56; **WSEE (TV) Erie, Pa.**, to 9-1-56; **WIRI (TV) North Pole, N. Y.**, to 8-26-56.

Actions of Jan. 30

KBMS (FM) Los Angeles, Calif.—Granted license for fm station.

WCOS-TV Columbia, S. C.—Granted request for cancellation of cp (ch. 25) to expire by its own terms on 4-30-56; deletion of call letters.

WWNY Watertown, N. Y.—Granted authority to operate trans. by remote control, while using non-DA.

Following were granted extensions of completion dates as shown: **WTOC-TV Savannah, Ga.**, to 8-26-56; **WKAQ-TV San Juan, P. R.**, to 8-15-56.

February 8 Applications

Accepted for Filing

Modification of Cp

WBOP Pensacola, Fla.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WFLB Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting of tv ant. on top of existing am tower) for extension of completion date.

License to Cover Cp

KCFM (FM) St. Louis, Mo.—Seeks license to cover cp (which replaced expired permit which authorized new fm station).

KSPC (FM) Claremont, Calif.—Seeks license to cover cp which authorized new non-commercial fm station.

WFLB Fayetteville, N. C.—Seeks license to cover cp which authorized mounting of tv ant. on top of existing am tower.

License to Cover Cp Amended

WAAB Worcester, Mass.—Application for license to cover cp which authorized changes in ant. pattern for D operation amended to change name of applicant to Wilson Bcstg. Corp.

Remote Control

WEZB Homewood, Ala.; KROY Sacramento, Calif.

SCA

KAIM-FM Honolulu, T. H.

UPCOMING

FEBRUARY

Feb. 15-16: Senate Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 16-17: House Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 19-22: Texas Assn. of Broadcasters, Casa de Palmas Hotel, McAllen, Tex.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 24: RAB Clinic, Baltimore,
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 3: Michigan AP Broadcaseters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
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editorials

The Merchandising Mixup

IT ISN'T easy to do business in a competitive market without occasionally inserting enough concessions between preamble and dotted line to soak up all the profits.

This situation keeps appearing in various forms as advertisers and agencies search for the best time buys and as stations solicit their business. Agencies are inclined—understandably—to ask for all the merchandising and promotion aids they can get. After all, there's no harm in asking. And, after all, there's no law that forces a station to supply all that is asked.

A regional outlet, WFTC in Kinston, N. C., has finally broken the situation wide open by standing up on its hind legs and saying to a powerful agency, "It seems you're asking us to give all the remuneration back to you in the form of advertising." The words were spoken by J. Harold Vester, general manager, who voiced confusion at suggested merchandising aids submitted by Cunningham & Walsh for its L&M cigarette business.

Mr. Vester added, "All you need do to get positive results on this station is run your spot commercials as directed." He offered, however, to do all the proposed merchandising on an actual cost basis plus pay for the merchandising manager while calling on dealers.

Not all managers are going to agree with Mr. Vester's demand that the agency pay for merchandising. Dealer calls and letters, display pieces and other aids are offered by many of the best operators in the broadcast business as a normal service to the sponsor—a sincere attempt to support the advertiser's campaign. Presumably, however, the expenses of such services are considered by the stations in fixing their rates.

It is when merchandising aids are used as indirect means of rate-cutting that they do an injustice to radio and tv.

This might be an appropriate time to recall the observation made last fall by Worth Kramer, WJR Detroit, in a speech to the NARTB regional meeting at Colorado Springs when he recalled a Harlem song, "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

Passing Scene, *Circa* 1956

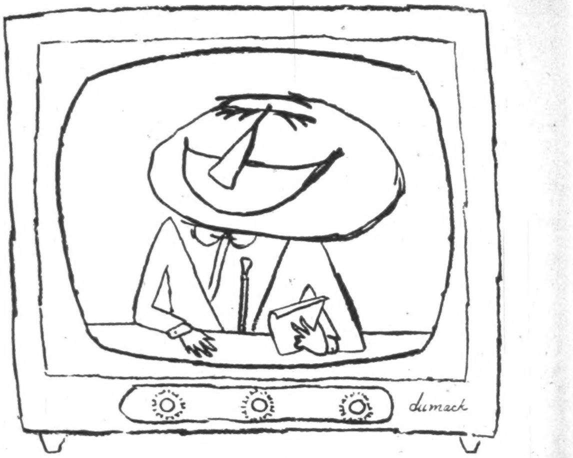
DENVER: Live Broadcast of Court Proceedings Acclaimed. Washington: Senators Blast Radio Selling Talk; Poke Fingers in Tv Eyes. Hollywood: Tv Film Production Hitting New Records to Meet Demand. New York: Advertisers Are Rediscovering Radio as Saturation Medium. Washington: Court Sustains FCC Licensing Procedures. Washington: Political Campaigns Start Rolling with Multi-Million Radio-Tv Budgets.

And so it goes. Television and radio are in the news (though surprisingly little of it gets on the air). The politicians know that a sure-fire way to get a headline is to pot-shot at the commercials (they seldom emote over the commercials in newspapers or magazines). Privately, however, most of them will tell you that without radio and tv campaigning they would be lost. In an election year, it seems to be good political strategy to play up those pursuits closest to the great American public. Everybody listens and almost everybody views. So our legislators hold hearings on special privilege bills and then sound off on wholly unrelated aspects dealing with programs and commercials. All members of the FCC and key members of its staff shuttle from one committee room to another, while important work downtown goes undone.

It has been said before but it needs saying again. The Communications Act of 1934 isn't bad law. It has served the people well in providing this country with the best broadcast service extant—so good that even the staid British have adopted it.

Certainly there have been mistakes. Certainly there are inequities in existing regulations. There will continue to be.

The real marvel is that after more than 35 years of broadcasting, there has been so little scandal or corruption associated with radio and tv, aside from the zany antics of some performers. It is all the more remarkable because no other pursuit is more sensitive to public reaction or closer to the public. How long this record can be maintained we don't know. No other major art or industry has been able to do it. Bigness attracts the charlatans and the fakers. Radio and tv haven't been immune but they have been able to root them out before they became malignant.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Transportation for tonight's guests was furnished by TWA, Checker Cab and Otis Elevator Co."

So the record, despite the anguished wails of the politicians, is pretty good. The law, basically, has stood the test of time. Conditions in a regulatory way have been good or bad, depending upon the men who were running the show at the FCC. The law, then, is as good or as bad as the men who administer it. The current FCC, while showing some tendencies to dip into the forbidden area of censorship, nevertheless stacks up well in contrast to some of those we've had since regulation began in 1927. In our government of checks and balances, it is standard operating procedure for our elected representatives to pop off whenever so minded. The trouble is that in election years there seems to be no substance or direction in these tirades.

The Big Remote

IN a fashion, Radio Free Europe constitutes the mid-European branch of American radio. It began operations in 1950 under private auspices to get the truth to the Soviet-enslaved people—70 million of them—in the satellite countries of Central and Eastern Europe.

How well has RFE done its job? The best answer is given by the Kremlin bosses in their blistering attacks upon the Munich-based operation, in the demands of Khrushchev and Molotov that RFE be closed down and in the unrelenting efforts to jam all of RFE's 29 transmitters.

In so doing, the Kremlin has given to RFE its most potent reason for being. It gives RFE its best pitch for its campaign, beginning this month, to raise about $10 million through radio and television and other media to continue and intensify its inspired work in hitting the Commies hard in the five captive Iron Curtain countries.

The Voice of America speaks officially for the U. S. It must observe diplomatic amenities. It has been doing an increasingly effective job under the directorship of ex-broadcaster Theodore C. Streibert, as witness its increased appropriations by Congress with only cursory opposition. In pre-Streibert days, it was the most belabored of government agencies.

RFE, on the other hand, is a private operation, manned largely by men with experience in private American broadcasting. It is not hemmed in by diplomatic protocol or subject to official restraint. It hits as hard and as often against the Communist foe as it can. Broadcasters and their advertisers have given unstintingly of their time and substance in supporting the freedom cause. Now, with the Kremlin fat cats making purring sounds about peaceful co-existence, is the time to beef up the RFE job with private American broadcast time to appeal for those private American tax-deductible dollars.

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History-making event in Seattle television

COLOR

"LOCAL LIVE"

KOMO-TV

FIRST LOCAL LIVE COLOR PROGRAM TELECAST FEBRUARY 1st, 1956

1st IN OUR AREA...18th IN THE UNITED STATES

The only television station in the big Northwest corner of the nation, fully equipped for color-casting. Now for the first time, Seattle and Western Washington viewers will see full color programming—LOCAL LIVE, network, film or slide.

With installation of our new RCA live color camera chain, KOMO-TV expresses unbounded confidence in the rapid growth of color television, and in the expanded service such a great new medium will render this important section of the country.

For black and white or *compatible color...all the way*

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NBC

AFFILIATE

See NBC SPOT SALES

FOR SEATTLE & WESTERN WASHINGTON